

PROPOSAL



Venice Beach Business Improvement District Safe Services

October 19, 2017



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LETTER OF TRANSMITTAL

October 19, 2017

Board of Directors
Venice Beach Business Improvement District
8 Horizon Avenue
Venice, CA 90291

Subject: Proposal – Safe Services

To Whom It May Concern:

Streetplus is pleased to present our qualifications in response to the Request for Proposal for Safe Services for the Venice Beach Business Improvement District. We're excited about this opportunity to be part of a team that will be responsible for improving the quality of life in the area.

Streetplus has been involved with the steering committee for over three (3) years, serving as the consultant as the group was discussing the merits of establishing a business improvement district. Although there have been several challenges, the end result is the implementation of services. Streetplus understands the challenges the steering committee faced and we're prepared for the challenges. The program we've designed will exceed your expectations and provide a level of services the community expects.

One of the many challenges will be addressing the homeless population. Streetplus provides similar services to the largest districts in downtown Los Angeles, to include South Park and the Historic Core. Additionally, our program in downtown Chicago, IL was structured to address homelessness and panhandling. All of our programs have achieved the results our customers expected. Our approach is simple, treat those in need with respect and be available when they're ready for services. This approach has been effective. For example, in downtown Los Angeles, the homeless population respect our employees and we're able to gain compliance because we've developed relationships with them. However, there are times when a different approach is necessary and our employees are trained to effectively address those situations. We've been providing services in downtown Los Angeles for over four (4) years without any lawsuits, judgements or any other legal action filed against the company.

Streetplus understands that Venice Beach is the busiest facility operated by the Department of Recreation and Parks. This iconic site attracts visitors from all over the world and it is estimated that approximately 28,000 to 30,000 people visit the Venice Beach Boardwalk and adjacent Recreation and Parks property on a daily basis. The Boardwalk, also known as Ocean

Front Walk, is the second most-visited destination in southern California, with an average of over ten (10) million visitors per year.

This requires a safety team that understands the importance of tourism and how important it is to provide a service that is friendly, helpful, professional, and available. Streetplus understands this. Our Ambassadors serving the Hollywood Entertainment District and Sunset and Vine District interact with the pedestrians daily and our Ambassadors serving South Park are providing services to an area that has the Staples Center, Los Angeles Convention Center and LA Live.

Our training program will address the challenges facing Venice Beach and our employees will be well-trained on the issues and will be prepared to deliver services that will exceed your expectations. Our human resource processes yield the best applicants to become ambassadors. We only hire 2% of the applicants that seek employment with Streetplus. Our technology is considered the best in the industry and will be customized to capture the important data and statistics that Venice Beach requires.

Streetplus is the only national contractor providing specializes services for the improvement district industry that has a dedicated human resource and training center. The center is called the “Ambassador Academy Center” and is only several miles from Venice Beach. This center is responsible for all of the “back office” tasks associated with recruitment, training and issuing uniforms. Our competitors expect the local account operations manager to complete these tasks, thereby taking time away from operations or they simply include employees with their general employee population that are hired and trained for typical contract security work.

Additionally, Streetplus is implementing a “flex force” of safety hospitality ambassadors that will be trained at multiple districts and issued uniforms for multiple districts. The flex force will be deployed to cover for short notice call offs, vacation and special events. The Venice Beach Business Improvement District will benefit from this approach.

Streetplus understands the difficulty in finding appropriate and suitable space to operate the program. We've hired a Property Broker who has started the process of identifying space. Streetplus will share the results with representatives from the Venice Beach Business Improvement District.

In closing, Streetplus understands the challenges and we're familiar with the area. The program designed will make a positive change in the environment while treating everyone with respect. We look forward to discuss our plan in detail with you in the near future. Please contact me directly if you have questions or require additional information.

Sincerely,

Steve Hillard, President and Principal

GENERAL INFORMATION

Streetplus Company, LLC (Streetplus) is pleased to present our qualifications regarding Safe Services to the Venice Beach Business Improvement District.

This document (Proposal) contains proprietary and confidential information. All information, to include methodology and financial model and costs, is provided in reliance upon its consent not to use or disclose any information contained herein except in the context of its business dealings with Streetplus.

The recipient of this document agrees to inform others who view or have access to its content of its confidential nature.

Mr. David Goldberg (Principal) and Mr. Patrick DeSimone (Principal) each have over twenty-six (26) years of demonstrated experience with providing contracted labor and management to the improvement district industry. This experience has resulted in a business model with proven results, just ask our customers.

Mr. Hillard has over seventeen years (17) of demonstrated experience with designing, implementing and managing full-service improvement districts accounts nationally, to include hospitality, safety, security, maintenance, cleaning, landscaping and social service outreach. Additionally, Mr. Hillard has worked in law enforcement at the local and federal level.

Streetplus is an active member of the American Society for Industrial Security (ASIS) and the International Downtown Association (IDA).



CONTACT INFORMATION

Streetplus is pleased to submit our proposal to provide the services described in the Request for Proposal. Please contact the following person regarding questions associated with our proposal.

Steve Hillard, Principal and President
Streetplus Company, LLC
154 Conover Street
Brooklyn, NY 11231

(718) 757-1758 Mobile
(610) 466-9770 Direct Line
shillard@streetplus.net
www.streetplus.net

In the event that Mr. Hillard is unavailable, you should contact the corporate office at the toll-free number 855-399-9600. Anyone that answers the phone will be able to assist you or direct you to the appropriate person.

Ken Nakano, Vice President of Operations, is based in the Los Angeles, CA area and will be your daily contact. The Operations Manager assigned to the Venice account, will report directly to Mr. Nakano. Here is Mr. Nakano's contact information.

Ken Nakano, Vice President Operations
643 S Olive Street
Los Angeles, CA

213-700-1449 Mobile
knakano@streetplus.net
www.streetplus.net

OTHER REQUIRED INFORMATION

Streetplus Company, LLC, provides services across the United States with our corporate office located in Brooklyn, NY. Additionally, Streetplus has several regional offices. For details, refer to the table below.

East	Central	West	Northwest
154 Conover Street Brooklyn, NY 11231 855-399-9600	939 W North Avenue Suite 759 Chicago, IL 60642 855-399-9600	515 Flower Street 36th Floor Los Angeles, CA 90071 855-399-9600	414 Mason Street Suite 501 San Francisco, CA 94102 855-399-9600

Streetplus has provided clean, safe, and friendly services to the improvement district industry for over twenty-six (26) years. Streetplus was incorporated in 1991 in the State of New York. Today, we provide services to over sixty-five (65) districts across the United States, employing nearly 500 ambassadors (employees).

Steve Hillard is the authorized contact for the Venice Beach Business Improvement District. Mr. Hillard is the President and Principal and has the authority to enter into agreements and speak on behalf of the company. Patrick DeSimone (Principal, CEO and Head of Finance and Administration) and David Goldberg (Principal, CEO and Head of Operations) are authorized to enter into agreements and speak on behalf of the company.

Please refer to the Organizational Chart (included with Exhibits), regarding the support staff in the corporate office. Our Los Angeles office will be responsible for providing direct support services.

COMPANY SERVICES

Streetplus provides positive results that improvement districts demand, but don't always receive from their contractor. We have experience, knowledge and processes structured to achieve results that will exceed your expectations, just ask our customers. You will get to know us better as you read our proposal and you will learn why we are the clean, safe and friendly addition that improvement districts have been looking for.

CLEANING

Cleaning the streets of New York since 1991 has given Streetplus the experience to clean any city in the United States. You only get one chance to make a first impression. Our ambassadors tackle the toughest cleaning situations by taking the approach of "attention to detail." Cleaning services must be objective; either the District is dirty or clean. Is there litter and debris on the sidewalks and curb lines? Is the District overwhelmed with weeds and graffiti? Are the trash cans dirty and in need of detailed cleaning? Do street fixtures, light poles, utility and electrical boxes need a fresh coat of paint? Do flower baskets and planters need water and a fresh look?



These are just a few of the conditions that adversely reflect on a District. First impressions are important and you want to make sure your District is clean. Our ambassadors are visible and care about the place where they live and work. We train them to look at the District through the "eyes of the customer" and apply "attention to detail" when performing tasks and duties throughout the District.

Good old fashion hard work is still the best approach to cleaning, but Streetplus augments our physical labor efforts with appropriate equipment that is friendly to our environment. We also use "green friendly" chemicals.

SAFETY & SECURITY

Visitors, workers and residents know when a District is clean, but what makes a District safe? How do you measure safety and security? A District that presents a clean environment creates a positive perception of safety and security, so it begins with effective cleaning, but it doesn't stop there.

Streetplus works with our customers to develop programs designed to improve the perception while making the District safe and friendly. Our ambassadors are trained to be "available and visible" throughout the District. Being available when those in need reach out provides a sense of security while being visible deters unwanted behavior, such as criminal and nuisance activity.

We hire individuals that are dependable, trustworthy, enthusiastic and personable so that services are delivered with a smile. We understand that the rate payers are demanding and expect their customers to be safe and secure when visiting the District. Our goal is to always exceed these expectations, especially those that are investing in the future of the downtown.



HOSPITALITY

Keeping the District clean and safe is essential, but making the district friendly is also important. At Streetplus, we add friendly as a component of our services. Our hiring practice emphasizes outgoing, engaging and friendly ambassadors. We strive for positive outcomes from each and every encounter our ambassadors have with people that live, work and visit the District. Our training programs build on the foundation of treating people with respect and giving them a smile. Knowledgeable ambassadors are expected to be well-versed in how to be friendly when providing assistance. They are a reassuring presence, giving directions and sharing information about attractions, events and other activities occurring in the District.



Does your District value friendly, outgoing and engaging “goodwill” ambassadors who are trained to represent the District in a positive light? Do you want smiling faces and caring personalities on your streets helping others?

SOCIAL OUTREACH SUPPORT

Homelessness and the quality of life is perceived and addressed differently in each city and presents a unique set of challenges. Streetplus is sensitive to these issues and our goal is to be a part of the solution, not the problem. How do you address the issue of homelessness? Do ambassadors play an active role in deterring unwanted behavior? What can ambassadors do to assist the District with these challenges?

Unwanted behavior and unpleasant activity has a negative effect and can drive away customers. Panhandling, public intoxication, public urination, loitering, trespassing and other similar unwanted and perhaps illegal behavior occur daily. Streetplus ambassadors are part of the solution. Our selection process and training programs give our ambassadors the necessary knowledge and tools to resolve sensitive situations.



Our “team approach” achieves the results the District is looking for.

LANDSCAPING

How does a District drastically improve the outward appearance? It begins with basic clean and safe services addressing everyday conditions, but adding a thoughtful and planned landscaping element gives beauty to the District. Landscaping is a science and art, requiring good observation and design skills, along with a “green thumb.” Streetplus is capable of doing the “dirty work” for you.



Landscaping is an investment you will want to protect and we can do just that. Are you interested in making your District flourish with beauty and color? Want to soften the hardscape with flowers and plants? Streetplus is ready and willing to work with you to make the District beautiful.

TECHNOLOGY

Does your contractor still keep track of results using pencil and paper and take weeks to get program results? Are you able to instantly create customized reports for board meetings? Is your equipment efficient and “green friendly?” Streetplus allows you to answer “YES” to these questions. Streetplus embraces technology and partners with companies concerned about the environment.

Statview is proprietary software designed by our executives for the purpose of putting data and information in the hands of our ambassadors and customers quickly. Vital data regarding a program is entered and stored in Statview, to include “before and after” pictures, activity, work orders, schedules and payroll. To begin the process of reducing your carbon footprint and streamlining your services and data, select Streetplus as your contractor.

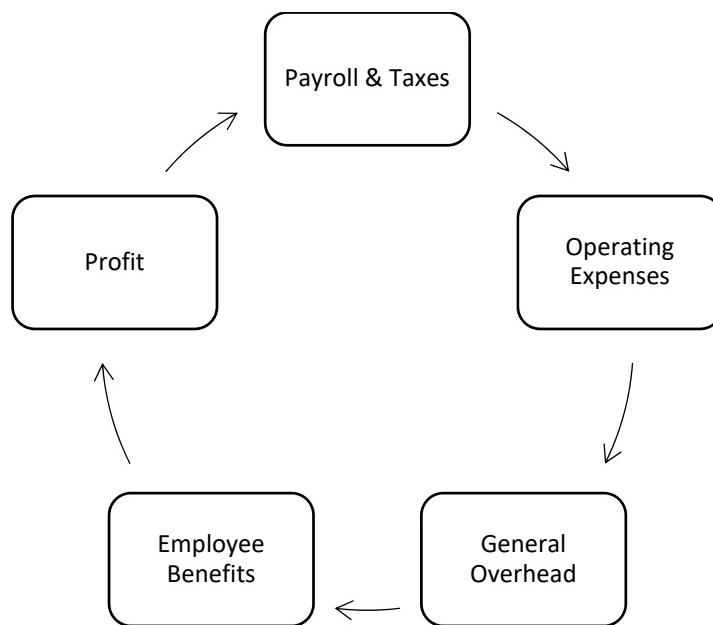


PRICING

This section of our Proposal contains the details regarding the cost to provide services described in our Proposal. The proposed cost should be considered as “all-inclusive” and our program is designed to be a turnkey operation, except for equipment and office and storage space.

It is important to note that Streetplus is open to discussing our costs with representatives of the Venice Beach Business Improvement District. Our proposed annual cost to provide services includes everything, except for equipment, office and storage space.

The following graphic indicates the five different categories of our cost model.



PROPOSED CAPITAL EQUIPMENT

Streetplus proposes the equipment described below. Capital equipment will be billed separately each month and the payback period is thirty-six (36) months. Streetplus recommends discussing the merits of the proposed capital equipment and Streetplus will make any adjustments required to conform to budget perimeters.

SEGWAY SE-3 PATROLLER

Streetplus has a national agreement with Segway to purchase patrol units. The Segway i2 Patroller is the world's indisputable leader in personal transportation solutions for the police and security industry. The Segway i2 Patroller is deployed in over 1,500 police departments and private security companies.

Public Safety Ambassadors on the Segway i2 Patroller instantly become more approachable to citizens and can facilitate positive interactions with pedestrians. They also assist with creating a more wide spread presence and serve as an excellent proactive deterrent to criminal behavior.



Streetplus proposes to purchase two (2) Segway T-3 Patroller units.

POLICE MOUNTAIN BICYCLES

Streetplus has a national agreement with Fuji for police mountain bicycles. The Fuji Code 1 patrol bicycles are made to take punishment all day long and are ready to do it again the next day. The foundation of the Fuji patrol bike is the aluminum frame with S-bend stays, a power-curse downtube and the Suntour XCT suspension fork with a lockout (allowing the Ambassador to turn the suspension on and off, depending on the environment).



Streetplus proposes to purchase six (6) Fuji Code 1 patrol bicycles.

GUARD TOUR SYSTEM

It is important to provide documentation regarding the security patrols and rounds made by Ambassadors. Streetplus has a national agreement with Timekeeping Systems Guard1 Plus. The Guard1 Tour Pipe was designed for the most rugged use and the toughest environments. The Pipe is powered by lithium batteries and does not have any of the problems associated with rechargeable batteries. There is no downtime waiting for batteries to recharge so the Pipe is available twenty-four hours a day.



four hours. A full Pipe, with over 4,800 reads, downloads in under ten seconds and there is no waiting time for data to transfer before the Pipe can be used again.

Streetplus proposes to purchase one (1) unit and four (4) readers.

TWO-WAY RADIOS AND REPEATER

Streetplus proposes to purchase two-way radios with accessories for communication purposes. Additionally, Streetplus proposes to purchase a two-way radio repeater in association with the communication devices to enhance communication. Each Safety Hospitality Ambassador, Supervisor and the Manager on duty will be issued a two-way radio and the BID office will have a two-way radio also.

Streetplus proposes to purchase ten (10) two-way radios with accessories (holster, mic and battery) and one (1) repeater with cable and antenna.



COMPUTERS, MOBILE DEVICES AND TABLETS

Streetplus proposes to purchase desktop computer, printer and mobile devices. Streetplus has a national account with Dell Computers and HP printers. The printers will have the capacity to print, scan, copy and fax (color printing).

Streetplus proposes to purchase ten (10) Samsung Galaxy S7 Edge cellular telephones or similar device, Dell desktop computer and HP printer.



SUMMARY

The table below contains the proposed equipment. Remember, the cost of the proposed capital equipment isn't included as part of our baseline annual cost for services. After award of contract, Streetplus will discuss these recommendations with the Venice Beach Business Improvement District and make necessary adjustments. The final equipment will be billed monthly as a separate line item.

Streetplus is also willing to change the model of the proposed equipment. For example, Segway has several different models, but Streetplus believes the most efficient and visible model is the SE-3 Patroller. This unit costs about \$13,00 when compared to the cost of the SE-i2 Patroller, which is around \$7,500.

The table below contains the details regarding the proposed capital equipment.

Safety Program - Proposed Capital Equipment				
Item	Qty	Unit Cost	Extended Cost	
Two-Way Radios	10	\$ 575.00	\$ 5,750.00	
Repeater	1	\$ 4,000.00	\$ 4,000.00	
Segway SE-3 Patroller	2	\$ 13,000.00	\$ 26,000.00	
Fuji Police Mountain Bikes	6	\$ 850.00	\$ 5,100.00	
Guard Tour System	1	\$ 6,000.00	\$ 6,000.00	
Computer and Printer	1	\$ 1,800.00	\$ 1,800.00	
		Sub-total	\$ 48,650.00	
		Cost Per Year (3-year amortization)	\$ 18,294.17	
		Monthly Cost	\$ 1,524.51	

PROPOSED ANNUAL COST

Streetplus is confident the program we've designed for the Venice Beach Business Improvement District will exceed your expectations and we encourage dialog between both organizations regarding the proposed annual cost for services. We understand today's economic climate is difficult and funding is limited. Our proposed annual cost for services is a beginning point and we are willing to discuss with you to ensure the program and services are within established budget perimeters.

The annual cost for services during the first year is as follows:

FIRST YEAR SERVICES	
Line Item	Annual Cost
Baseline Services	\$ 782,484.18
Capital Equipment	\$ 18,294.17
Total	\$ 800,778.35

LABOR HOURS

The table below breaks the proposed hours out by labor classification.

PROPOSED HOURS		
Labor Category	Week	Annual
Safety Team Amb	368.00	19,136.00
Social Service Outreach	56.00	2,912.00
Shift Supervisor	168.00	8,736.00
Program Manager	40.00	2,080.00
TOTAL	632.00	32,864.00
FTE		16

PAY RATES

The table below contains the proposed pay rates for the labor classifications for a three-year period.

PAY RATE SCHEDULE

Labor Category	2018	2019	2020
Safety Hospitality Ambassador	\$ 13.75	\$ 14.75	\$ 15.50
Social Service Outreach	\$ 14.75	\$ 15.00	\$ 15.50
Shift Supervisor	\$ 16.50	\$ 17.00	\$ 17.50
Operations Manager	\$ 25.00	\$ 25.96	\$ 26.92

COSTS BY EXPENSE CATEGORY

The table below contains the annual cost by expense category.

ANNUAL COST - BY EXPENSE CATEGORY

Category	Annual Cost	% of Total
Payroll and Taxes	\$ 599,565.88	76.62%
Operating Expenses	\$ 62,907.50	8.04%
General and Administrative Overhead	\$ 12,950.00	1.65%
Employee Benefits	\$ 57,764.80	7.38%
Profit	\$ 49,296.00	6.30%
TOTAL	\$ 782,484.18	100.00%

COSTS BY LABOR CLASSIFICATION

The table below contains the annual cost by labor classification.

ANNUAL COST - BY LABOR CATEGORY

Category	Annual Cost	% of Total
Safety Hospitality Ambassadors	\$ 421,858.71	53.91%
Social Service Outreach	\$ 67,685.92	8.65%
Shift Supervisors	\$ 221,380.44	28.29%
Program Manager	\$ 71,559.11	9.15%
TOTAL	\$ 782,484.18	100.00%

COST FOR SERVICES FOR THREE YEARS

The table below provides the annual cost for services for a three-year period and the monthly projected invoice amount. Remember, equipment will be billed as a separate line item on the invoice each month.

**Venice Beach Business Improvement District
Safe Services - Annual Cost for Services & Equipment**

Line Item	1st Year	2nd Year	3rd Year
Baseline Services	\$ 782,484.18	\$ 809,871.12	\$ 838,216.61
Capital Equipment	\$ 18,294.17	\$ 18,294.17	\$ 18,294.17
Total	\$ 800,778.35	\$ 828,165.29	\$ 856,510.78

ADDITIONAL HOURS

In accordance with the RFP, the table below contains bill rates for additional hours (straight time and overtime rates).

Labor Classification	Bill Rates	
	Straight	Overtime
Safety Hospitality Ambassador	\$ 22.05	\$ 33.07
Social Service Outreach Specialist	\$ 23.24	\$ 34.87
Shift Supervisor	\$ 25.34	\$ 38.01

INVOICING AND BILLING

Our goal when related to invoicing and billing is to customize the process and documents to meet the needs of our customers. Each account has different requirements and we encourage dialog during the transition and implementation phase to determine what the invoicing and billing process will include. We're willing and able to provide any supporting documentation as part of our invoicing and billing process.

Our invoicing and billing system is flexible enough to provide separate payroll and billing associated with special details and projects. These will be segregated from the normal monthly invoicing. Our local Operations Manager will be knowledgeable of our payroll and billing process.

QUALIFICATIONS AND INSURANCE

This section of our Proposal provides information regarding the individuals that will be responsible for managing services, the role of the individuals, frequency of visits, overview of experience and insurance.

RESPONSIBLE INDIVIDUALS AND ROLES

Steve Hillard, President and Principal, will have overall responsibility for overseeing all aspects of the program for the Venice Beach Business Improvement District. Mr. Hillard has over seventeen (17) years of experience in the improvement district industry and has designed, implemented and managed over one-hundred (100) improvement districts.

Ken Nakano, Vice President of Operations, will work directly with the Streetplus local account operations manager and representatives from the Venice Beach Business Improvement District. Mr. Nakano has extensive experience managing clean and safe services. He spent over ten (10) years with the Downtown Center Business Improvement District managing their clean and safe program. In that position, Mr. Nakano was responsible for an annual budget of over \$4,000,000 with over 120 ambassadors providing services.

There are several “back office” support personnel that will provide support to Mr. Hillard and Mr. Nakano that work out of our local “Ambassador Academy Center.” This center has overall responsibility for advertisement, recruitment, hiring, outfitting and training all ambassadors assigned to our accounts in Los Angeles. This approach to delivering services is unmatched in the industry and is the first of its kind on the improvement district industry. The Ambassador Academy Center allows our local account operations managers to concentrate on operations and not tasks related to hiring and training ambassadors.

FREQUENCY OF VISITS

Streetplus has a regional office located in downtown Los Angeles and this office provides support services to our accounts in the Metro Los Angeles area. Ken Nakano, Vice President of Operations, works out of this office, along with other support personnel.

Mr. Nakano makes regular visits to the accounts and representatives from the Venice Beach Business Improvement District can expect to see Mr. Nakano weekly. He's primary purpose during visits is to work with the local account operations manager to ensure Streetplus is exceeding expectations and to schedule time with the customer to review operational plans, discuss special events, or other information.

Senior leadership will make monthly visits with the primary purpose of evaluating the performance of the local account operations manager and the employees assigned to the account. Streetplus has a standardized approach to evaluating account performance and this

will be shared with the Venice Beach Business Improvement District. There are announced and unannounced visits conducted by our local vice president of operations and senior management.

Our service philosophy is simple, exceed customer expectations on a regular basis. This is accomplished through our hiring processes, training program, corporate quality assurance elements and the leadership of our local account operations manager. Streetplus believes in developing a partnership with the Venice Beach Business Improvement District and this is accomplished by sharing all outcomes and issues with the customer in a timely fashion and implementing changes structured to improve identified shortcomings. This approach has resulted in retaining our first customer (since 1991).

Streetplus began providing services to business improvement districts in Los Angeles in 2013 when the South Park Business Improvement District hired Streetplus to provide safety and hospitality services. Additionally, we provide consultation services regarding the cleaning and landscaping services. Today, Streetplus provides services to ten (10) districts in the Metro Los Angeles area.

The Chart below provides the name and type of services provided by Streetplus to our current customers in the Metro Los Angeles area. It is important to note that Streetplus has no past BID customers.

	Customer Name	Services
1	South Park Business Improvement District	Safety / Hospitality
2	South Park II	Safety / Hospitality / Cleaning
3	Historic Core Business Improvement District	Safety / Hospitality / Social Service
4	Arts District Los Angeles	Safety / Hospitality
5	South Los Angeles Industrial Tract	Safety / Hospitality
6	Hollywood Entertainment District	Cleaning / Landscaping / Hospitality
7	Sunset and Vine District	Cleaning / Landscaping / Hospitality
8	Village at Sherman Oaks Business Improvement District	Safety / Hospitality / Cleaning / Landscaping
9	City of Riverside	Safety / Hospitality
10	The Blvd at Lancaster	Safety / Hospitality

INSURANCE

Streetplus carries insurance in compliance with the requirements contained in the RFP. Below you will find additional information regarding our insurance. A copy of the Certificate of Insurance will be provided after award of contract.

Streetplus Insurance Broker
The Dorfman Organization Ltd
28 Old Fulton Street
Brooklyn, NY 11201

Insurance Company
Travelers Property Casualty Co of America
State National Insurance Company

Streetplus has an aggressive approach in regard to risk management. Our practices include regular communication with local account program operations managers and supervisors regarding risks associated with our services. Regular training sessions are scheduled and delivered addressing potential risks and how to limit exposure. The corporate office distributes safety training bulletins on a regular basis.

NARRATIVE DESCRIPTION

This section of our Proposal addresses the methodology of how Streetplus will deliver services. Our methodology has been refined over the years to reflect ‘lessons learned.’ We understand the importance of human resources and the affect our practices have on our business model.

Streetplus understands the challenges facing the Venice Beach Business Improvement District, to include the homeless and quality of life infractions that adversely affect the environment. Our Safety Hospitality Ambassadors will be trained to effectively address these issues while maintaining sensitivity to the plight of others that are less fortunate.

Our approach is to build relationships with those in need rather than treat them like common criminals. Our Social Service Outreach specialist will work closely with our Safety Hospitality Ambassadors to ensure those in need are engaged and available services explained to them. Additionally, Streetplus will be connected to existing city and county services, briefing them on our encounters and achievements related to those in need.

Venice Beach is the second most-visited destination in Southern California, with an average of over ten (10) million visitors per year. It is known as one of the region’s most popular tourist attraction. Our Safety Hospitality Ambassadors will receive extensive hospitality and customer service training so they are equipped to interact with pedestrians and provide necessary information in a friendly and approachable way.

METHODOLOGY

More than twenty-six (26) years of experience has afforded us the opportunity to design, implement and operate various types of programs. Our programs are recognized for producing results that make the downtowns we serve clean, safe and friendly.

Our methodology for deployment of ambassador’s concentrates on being “available and visible” and “attention to detail.” Both address accountability and provide methods of tracking and monitoring. Our competitors can provide safety and security ambassadors, but Streetplus ensures they are available, visible and friendly. Again, the difference is in the details.

Our safe program for the Venice Beach Business Improvement District addresses how ambassadors can have a positive effect if deployed and trained properly.

Our corporate experience with programs, coupled with our successful business model concentrates on the recruitment, selection, training, supervision, recognition and operations of programs that are structured to achieve quality performance and to provide cleaner, safer and friendlier downtowns.

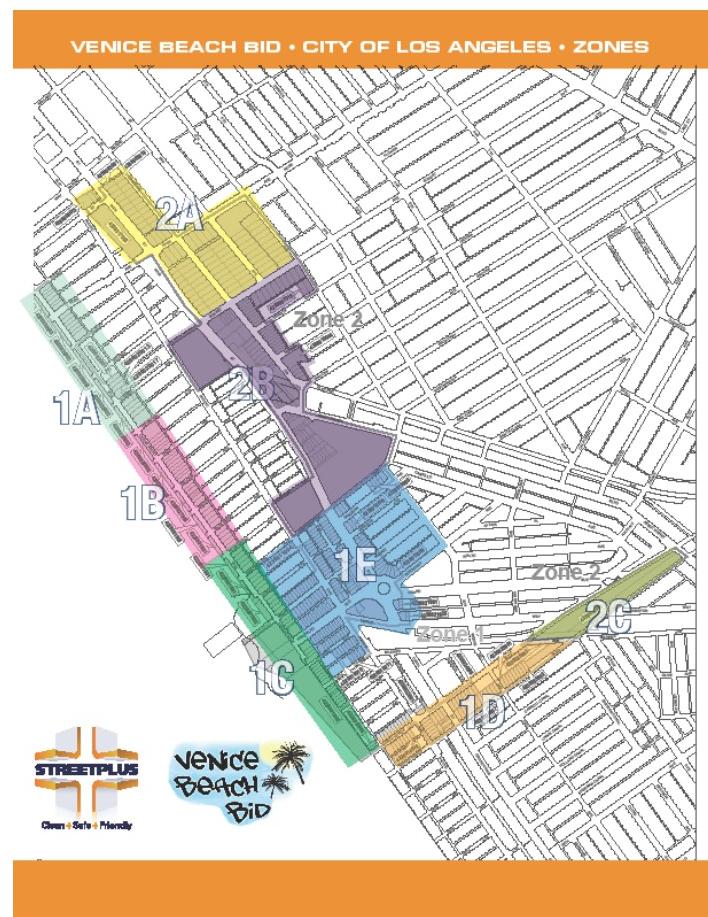
Please remember our Deployment Plan and Schedule are a beginning point and are designed to have dialogue between Streetplus and the Venice Beach Business Improvement District. We strongly believe involvement from the customer is essential to the success of the program. Although we have the skills, experience and knowledge to do this, it is best to work together.

DISTRICT ZONES

One element of our methodology is to thoroughly evaluate the environment and the District for the purpose of establishing baseline staffing and to create “zones” within the Venice Beach Business Improvement District. Safety Hospitality Ambassadors are assigned to a specific zone or zones at the beginning of each shift. They are responsible for addressing most issues identified within their zone. This also is done for accountability. Supervision and management are able to inspect work completed and know who was responsible for the work. It also assists in the assignment of work orders.

In accordance with the RFP, there are two (2) zones; Zone 1 and Zone 2. Streetplus has created sub-zones for accountability and management. Here are the zones that Streetplus recommends:

- Zone 1A
- Zone 1B
- Zone 1C
- Zone 1D
- Zone 1E
- Zone 2A
- Zone 2B
- Zone 2C



After award of contract, Streetplus will further develop “patrol routes” for each ambassador to ensure that the entire District receives patrol services. This serves as another layer of accountability for the Venice Beach Business Improvement District.

KEEPING THE DISTRICT SAFE & FRIENDLY

Our operational and deployment plan addresses general and specific functions and tasks that will make the Venice Beach Business Improvement District safe and friendly.

The Safety Hospitality Ambassadors will be licensed with the State of California, Department of Consumer Affairs through the Bureau of Security and Investigative Services. Streetplus is licensed with the State of California (Private Patrol Operator #174923).

Streetplus understands the level of services differ between Zone 1 and Zone 2. Our final deployment plan will address this requirement, ensuring that services are delivered in accordance with the Management Plan.

PROGRAM OBJECTIVES

Our Safety Hospitality Ambassadors are trained to provide information and directions to users of the District and will use various methods of achieving goals established by Streetplus and the Venice Beach Business Improvement District.

Below you will find some of the program objectives and requirements.

1. The ambassadors will create a visible presence of security within the boundaries of the District in order to improve the perception of public safety in the area.
2. The program will achieve a measurable decrease in all crimes committed within the District, to include the following:
 - Loitering, solicitation, panhandling, and other anti-social behavior in the District.
3. Provide resource information to homeless persons and other transients as to shelter, food, clothing, medical, employment, drug rehabilitation services and other services available in the community.
4. Participate in community meetings with social service providers to promote communications and collaboration on issues of mutual concern of business owners and residents of the District.
5. Provide assistance and information to businesses and employees within the District, to include providing directions, distributing flyers, and answering questions about the Venice Beach Business Improvement District and its activities.
6. Provide enhanced training addressing social outreach, to include quality of life infractions, panhandling and homelessness.

7. Serve as a deterrent to unwanted behavior by being visible and available.

The Safety Hospitality Ambassadors must convey a reassuring presence by being helpful, knowledgeable and friendly. Giving directions and providing assistance will be the responsibility of all ambassadors.

SAFETY HOSPITALITY AMBASSADORS

The Safety Hospitality Ambassador will provide a wide-range of services and complete many different tasks with the focus on making the Venice Beach safe and friendly. They will spend a vast majority of their time circulating throughout the Venice Beach Business Improvement District deterring unwanted behavior and activity. Patrols will be accomplished on foot, bike and Segway.

Patrols will be monitored and recorded by using a computerized program and reports will be available for the District to review.

Ambassador duties consist of the following:

1. Conduct patrols within their assigned zone.
2. Be knowledgeable of local ordinances that relate to quality of life and interact to stop unwanted behavior.
3. Offer and provide assistance, information and directions.
4. Conduct business checks as necessary.
5. Make contact and converse with pedestrians.
6. Patrol all streets and alleyways within the assigned zone and do so with a friendly, helpful and observant attitude.
7. Provide personal safety escorts.
8. Identify and report all conditions and incidents that may impact safety.
9. Pick up loose trash and other small debris.
10. Observe and report cleaning issues to the appropriate person.
11. Interview persons and witnesses.

SERVICES PROVIDED

One of the most important aspects of a successful program is directly related to availability and visibility of the Safety Hospitality Ambassadors conducting patrols. Security and hospitality services are generally referred to as being subjective rather than objective. A person can make an assumption if the area is clean by the lack of trash on the sidewalks and no graffiti. Although the lack of trash and graffiti give the perception the area is safe, there is a direct relation to pedestrians feeling safe by seeing ambassadors.

The program must address the importance of ambassadors being available and visible and to track completed tasks and rounds.

Here is a description of the various services the Safety Hospitality Ambassadors will provide.

WALKING PATROLS

Safety Hospitality Ambassadors are deployed to assigned zones and are responsible for patrolling the zone to serve as a deterrent to illegal and unwanted activity and to interact with businesses, residents and visitors. They are required to make business contacts daily and to record the information. Streetplus will develop patrol routes that follow a computerized system for tracking daily activities. While conducting walking patrols, ambassadors are required to engage pedestrians and provide services as required.

BIKE PATROLS

Ambassadors will utilize bicycles to patrol the District. Bicycles are an excellent patrol technique and provide a fast response time to service requests and emergency situations.

The Safety Hospitality Ambassador will be required to follow a defined “patrol route” within the assigned zone to ensure that the entire District receives coverage. Additionally, ambassadors using the bike to patrol will serve as a deterrent to crime by being highly visible.

SEGWAY PATROLS

Safety Hospitality Ambassadors will patrol the Venice Beach Business Improvement District on the Segway SE-3 or i2 Patroller. This is an excellent patrol tool that ensures visibility and fast response time. Additionally, the Segway is an excellent branding and marketing tool for the Venice Beach Business Improvement District.

QUALITY OF LIFE INTERACTIONS

One of the most important functions of the Safety Hospitality Ambassador is to remain highly visible and interact with those committing “quality of life” infractions, such as public intoxication, panhandling, operating without a vending license, public urination, noise infractions, and other non-emergency situations that adversely affects the public domain. Streetplus provides intense training for the ambassadors on how to identify these infractions and how to approach individuals and gain compliance without law enforcement involvement.

BUSINESS CONTACTS

Safety Hospitality Ambassadors are responsible for visiting a specific number of businesses each shift. Generally, the duration of each contact should be no less than one minute and no more than three minutes for routine checks. The time is spent making contact with the on-duty supervisor or manager of the business to introduce them, provide information of crime related activity or crime prevention tips, providing information of events occurring within the Venice Beach Business Improvement District and listening to concerns the person or business may have.

PERSONAL SAFETY ESCORTS

Safety Hospitality Ambassadors are encouraged to engage people and provide escorts within the public domain. The general practice is to meet an employee at their place of work at a pre-determined time (usually the time their shift ends) and to walk them to their car as an extra safety precaution. These escorts are to be performed in the public right-of-way only and not on private property.

They will also provide this service by assuming a fixed position at high pedestrian traffic areas and will be visible and available during the time assigned to the fixed location. For example, ambassadors would be positioned at strategic locations before and after major events.

REPORTING AND DOCUMENTATION

A significant element of the program is documenting activity occurring and tasks being completed. Safety Hospitality Ambassadors will keep statistical data, documenting completed tasks using “Statview.” After listening to suggestions from our customers, we developed “Statview” for our employees and customers. Completed tasks are tracked and available in reports that are available to the customer. Additionally, Statview contains before and after pictures of projects, deployment schedule and payroll.

CRIME PREVENTION AND INFORMATION SHARING

Working with local law enforcement, Safety Hospitality Ambassadors are utilized to share information to educate people and businesses on safety/security related issues. For instance, if the police department has crime prevention brochures, the ambassadors will distribute the brochures. They'll work closely with private security personnel assigned to private buildings and businesses by sharing information with them.

HOSPITALITY SERVICES

Safety Hospitality Ambassadors are selected based on their personalities, attitudes and friendliness. A significant part of their daily responsibilities is sharing of information. While on patrol within their assigned zone, they will focus on engaging pedestrians with the intent of enhancing their experience in Venice Beach. They will offer a friendly greeting and provide assistance, directions, and recommendations on things to see and do. They will answer any questions asked of them.

Another service is providing shelter under an umbrella during inclement weather and to offer assistance with carrying packages and opening doors.

SOCIAL SERVICE OUTREACH SPECIALIST

Streetplus proposes to hire a social service outreach specialist who will focus on engaging the homeless and those in need within the boundaries of the Venice Beach Business Improvement District. This position will have a background in social service and demonstrated experience providing street level services.

The Social Service Outreach Specialist will work closely with the Safety Hospitality Ambassadors in identifying those in need of services.

Although Streetplus is aware of the challenges and location of the homeless in Venice Beach, one of the first tasks of our transition team will be to better understand the problem and ensure our deployment plan and strategy address this concern.

SERVICES PROVIDED

The Social Service Outreach Specialist will be responsible for engaging those in need, documenting interactions, and developing relationships for the purpose of assisting and referring. Additionally, the position will maintain regular contact with local agencies and organizations that provide services to those in need to ensure they're aware of Streetplus and our program.

Streetplus will deliver additional training to the Social Service Outreach Specialist regarding the use of Statview, our software platform that will be used to track engagements and referrals.

The Social Service Outreach Specialist will provide services 8 hours each day and seven days weekly. The actual hours will vary, depending on the need and when those in need are available.

SUPERVISION AND MANAGEMENT

There are many aspects of a successful program and we've addressed several of them throughout our Proposal. However, you can't underestimate the importance of having stable supervision and management that not only fully understand the goals and objectives of the program but also have experience in supervising and managing similar programs in the Improvement District industry.

SHIFT SUPERVISOR

This position provides street level supervision and is considered a working team member as well as serving as the primary supervisor on their respective shift. The Supervisor will provide a consistent street level contact for all staff and will report directly to Operations Manager.

There is a Supervisor scheduled every hour that ambassadors are deployed. The job duties of the Supervisor include, but not limited to the following:

1. At the beginning of each shift, share the daily work plan with employees to ensure they fully understand what needs to be accomplished during their shift.
2. Make zone and work assignments.
3. Conduct uniform and personal appearance inspections of all employees.

4. Review the workweek schedule and special assignments requiring attention or a change in the schedule.
5. Ensure equipment has been inspected and required checklists completed prior to the equipment being used.
6. Deliver training in accordance with corporate policy and local requirements.
7. Check work assignments to ensure employees have completed work in such a manner to exceed customer and Streetplus expectations.
8. Ensure all employees have necessary equipment, supplies and information to perform their duties.
9. Create goodwill by making daily contacts with business owners, business managers, stakeholders and others associated with the program.
10. Work closely with the Operations Manager to ensure the program is achieving desired results.
11. Communicate (verbal and written) program achievements in the form of reports.

OPERATIONS MANAGER

The Operations Manager is the single most important position within the proposed structure for the Venice Beach Business Improvement District. The Operations Manager holds the key to our success and is vital to the success of the proposed program. The Operations Manager is assigned exclusively to the Venice Beach Business Improvement District account. Coaching, mentoring, and oversight will come from the executive management team at Streetplus. The Operations Manager will seek input and feedback from representatives from the Venice Beach Business Improvement District to ensure our employees are achieving desired results and are performing within the spirit of the Proposal and contract.

The Operations Manager has overall responsibility for the administration, operations and finance elements of the program and reports to the Vice President of Operations.

Job duties include, but not limited, to the following:

1. Attend shift briefings, when necessary. Responsible for getting the ambassadors on the street at the designated time.
2. Review scheduled work tasks; distribute necessary information regarding special attractions, events, conventions and other events occurring in the District.
3. Review all reports and distribute accordingly.
4. Oversee all work performed by employees; check on work progress and conduct inspections of work completed.
5. Ensure training is delivered to employees.
6. Coach and mentor employees as needed.
7. Create, maintain, and update the deployment plan and schedule.
8. Maintain communication with employees and the customer.
9. Work closely with corporate staff in the development and implementation of new strategies, program elements and service delivery.

10. Create goodwill by making daily contacts with business owners, business managers, stakeholders and others associated with the program.
11. Communicate (verbal and written) program achievements in the form of daily, weekly, monthly, quarterly and annual reports.

MANAGEMENT TEAM

Streetplus has put together a seasoned team of executives to provide leadership, direction, and support as the company continues to be the premier provider of clean, safe and friendly services to the improvement district industry.

Mr. DeSimone and Mr. Goldberg each have over twenty-six (26) years of experience in providing services as owners and operators. Mr. Hillard has worked in the industry since 2000. During that time, he has designed, implemented and directed over 100 improvement districts as a senior executive and business owner.

The combined experience of this executive team represents nearly 75 years of demonstrated experience in providing clean, safe and friendly services to improvement districts. We believe this experience will directly benefit the Venice Beach Business Improvement District.

PATRICK DESIMONE, CEO AND HEAD OF FINANCE & ADMINISTRATION

Mr. DeSimone is one of the Founders and Principals of Streetplus and holds the position of co-Chief Executive Officer. Since its creation in 1991, under his leadership and direction, Streetplus has become the premier provider of clean and safe services to improvement districts and downtowns across the country.

Prior to founding Streetplus, Mr. DeSimone was a Senior Credit Analyst with the Bank of Tokyo and a Financial Analyst with SNL Securities.



He earned his MBA from St. John's University's Peter J. Tobin College of Business and holds a BS in Finance from St. John's University.

DAVID GOLDBERG, CEO AND HEAD OF OPERATIONS

Mr. Goldberg is one of the Founders and Principals of Streetplus and holds the position of Co-Chief Executive Officer. Mr. Goldberg has been instrumental in growing Streetplus into the leading provider of clean and safe services to improvement districts and downtowns across the country.

Prior to joining Streetplus, Mr. Goldberg was the Executive Director of the Graham Avenue BID in New York, NY.

He earned his BA from St. John's University and attended the Wagner School of Public Service at New York University. He enjoys skiing and playing tennis in his spare time.



STEVE HILLARD, PRESIDENT

Mr. Hillard has been in the service industry for over twenty-five years overseeing, managing and providing leadership. Mr. Hillard joined Streetplus August 2012 and holds the position of Principal and President. Prior to joining Streetplus, Mr. Hillard held the position of President with Service Group, Incorporated. Under his leadership and direction, the company expanded its business from annual revenue in the improvement business industry from \$4 Million annual gross revenue to \$14 Million in five (5) years. He was instrumental in bringing several innovative service programs to the company that separated their service capability from the competition, to include technology and training.



Mr. Hillard was one of the architects of Block by Block, where he held the position of General Manager and Vice President and was instrumental in the formation and operation of the company. He was responsible for administration, operations, finance, training and business development for a company specializing in providing services to improvement districts. He held that position for seven years.

Previous positions included Vice President/General Manager of an international security company and Director of Security, Parking and Transportation Services for a national Healthcare Maintenance Organization, and various positions in the law enforcement field. Mr. Hillard served in the Department of Defense and held several key positions. Mr. Hillard attended Western Montana College and is a member of the International Downtown Association (IDA) and the American Society for Industrial Security (ASIS).

MELEA SOLHEIM, VICE PRESIDENT HUMAN RESOURCES

Ms. Solheim has been in the human resources, marketing and sales industry for the past twenty years. During this time, Ms. Solheim has worked closely with senior executives and directors providing direction, oversight and management of several departments with the focus on exceeding company goals and objectives. She has demonstrated experience with human resource compliance, strategic and targeted marketing and sales, and logistics. Previous experience includes holding the position of director of corporate services with a service provider specializing in improvement district services. At Streetplus, Ms. Solheim is responsible for providing consultation to the owners of Streetplus while overseeing the human resources, marketing and sales functions of the company.



Ms. Solheim is an active member of the Society of Human Resource Management (SHRM) and the International Downtown Association (IDA). Her volunteer services include the Coatesville High School Football Booster Club where she serves as the President, providing direction and leadership.

KEN NAKANO, VICE PRESIDENT OF OPERATIONS

Mr. Nakano has 16 years of experience managing operations in the improvement district industry and over 22 years of private security experience.



Prior to working with Streetplus, Mr. Nakano was with one of the largest Business Improvement Districts in the United States in Downtown Los Angeles (Downtown Center Business Improvement District) where he served as Director of Operations. With the DCBID, Mr. Nakano oversaw all aspects of field operations and the deployment of over 100 Safety, Maintenance and Administrative personnel. This included a full functioning modern communications center and homeless outreach team.

ACCOUNT LEVEL

Our business model depends on experienced and knowledgeable local operations managers. This position is the key to our success, in conjunction with timely and appropriate support services from the corporate office.

Streetplus will recruit and hire a local operations manager who will be responsible for the account, reporting directly to Ken Nakano, Vice President of Operations.

The recruitment process will include the following:

1. Internal Recruitment - Post the opportunity within Streetplus
2. External Recruitment – Place recruitment advertisements

Our track record regarding hiring excellent operations managers is excellent, just ask our customers. We understand the important role of the operations manager and our recruitment efforts account for this. We're confident the operations manager we hire will exceed your expectations.

DISTRICT INVOLVEMENT WITH OVERSIGHT

Although Streetplus is responsible for fulfilling all of the requirements contained in the RFP, it is equally important to involve the customer. Streetplus accomplishes this by granting access to our internal systems, to include Statview. Additionally, Streetplus encourages and supports regular communication between Streetplus and the Venice Beach Business Improvement District. Our local account operations manager will suggest standing meetings with representatives from Venice Beach for the purpose of reviewing events and incidents, confirming deployment plan and staffing levels, and review other program activities.

IMPLEMENTATION PLAN

This section outlines our plan for implementing services for the Venice Beach Business Improvement District. After award of contract, the proposed implementation plan will be updated to include estimated dates of completion for each task.

During the implementation phase, Streetplus will update the schedule weekly and forward a copy to the Venice Beach Business Improvement District.

Five Weeks to Start of Services

1	Discuss and finalize uniforms and accessories
2	Obtain digital copy of logo
3	Discuss and finalize capital equipment
4	Review Contract and Certificate of Insurance
5	Place external recruitment advertisements
6	Discussion - Staffing levels, zones and routes
7	Review training curriculum
8	Determine billing format, frequency and required supporting documents

Four Weeks to Start of Services

1	Place recruitment advertisements
2	Begin review of resumes and employment applications
3	Podium Interview for applicants
4	1st and 2nd Round Interviews
5	Begin pre-employment background checks
6	Order uniforms and accessories
7	Order cellular telephones and tablets
8	Order office and operational supplies
9	Begin development of Operations Manual and Training Manual
10	Confirm outside speakers for Pre-Assignment Training
11	Begin working on staffing deployment, routes and zones

Three Weeks to Start of Services

1	3rd Round interviews
2	Issue Chain of Custody forms for drug screen
3	Offer Conditional Employment to applicants
4	Update status on Contract and Certificate of Insurance
5	Update status on uniforms and accessories
6	Update status on capital equipment
7	Order Credit Card and Fuel Card and establish other accounts
8	Finalize deployment plan, routes and zones

Two Weeks to Start of Services

1	Deliver Pre-Assignment Training
2	Conduct inventory of uniforms and accessories
3	Issue uniforms and accessories
4	Finalize Contract and Certificate of Insurance
5	Inventory capital equipment and apply custom paint and logo
6	Finalize Operations Manual and Training Manual
7	Set-up accounts for Operations Manager

One Week to Start of Services

1	Continue Pre-Assignment Training
2	Inspect all equipment to ensure branding is correct
3	Begin Services

RECRUITMENT

This section of our Proposal describes our processes related to the recruitment and selection of employees. Additionally, employee benefits, deployment schedule and training is covered in this section. Our human resource processes are structured to yield the best possible employees after a thorough interview process and background check.

We understand our greatest asset is our employees who are on the streets every day providing great service to our customers. We support awards and recognition as a way of saying thanks to a job well done.

The Streetplus Ambassador Academy Center will be responsible for all aspects of the advertisement and recruitment of employees. After an applicant is qualified, a representative from the Ambassador Academy Center will work closely with the local account operations manager to schedule final interviews before employment offers are made.

INDUSTRY LEADING HIRING PROCESS

The number one process that all service providers and contractors must contend with is the process of hiring employees. Many times, the process is rushed and short cuts are made because of the pressure to have employees on the street working. These short cuts have an immediate negative impact on the workforce and services being provided by the contractor.

You have choices today when selecting a national provider of contracted services and each company has its strengths and weaknesses, but our weakness isn't related to the hiring process but rather it's our strength and separates Streetplus from our competitors.

In most cases, the labor investment made by Districts represents between 55-70% of their total annual expenses. Our cost to provide services dedicates nearly 77% of the total annual cost to labor and taxes. We understand this is a huge investment and the importance of hiring great people, not just good people. Therefore, Streetplus has invested time and money to ensure our hiring process is the best in the industry and the results are great people working for you.



STREETPLUS PARTNER - WORQPLACE

Streetplus has partnered with Worqplace, a proven team of professionals with a deep experience in recruiting, hiring management, human capital management and internet applications. Streetplus is passionate about improving the recruiting and hiring of hourly workers. Our hiring process is completely automated and requires all applicants to apply for employment online and take an assessment that takes the guesswork out of hiring.



The system identifies and captures great applicants and quickly identifies the best ones and allows our hiring managers to make excellent hiring decisions. The best employees stay longer, deliver great service and are more productive. Streetplus enhances the employment brand with a well-designed, easy-to-use application experience that respects job seekers. Next generation hiring management is about aligning that experience with what job seekers have come to expect from web applications today. By valuing applicants and addressing their needs, Streetplus begins the hiring process on a positive note, attracting better candidates who might have otherwise abandoned the process if it was too time-consuming, difficult or impersonal.

The built-in library of behavioral assessments is designed to consistently and reliably identify applicants who will perform better and stay longer on the job. Our goals with these assessments is to improve productivity and customer service and reduce risks and negative outcomes associated with making bad hiring decisions. The system helps Streetplus drive results we're looking for by highlighting applicants that fit both job requirements and our business culture. Using active science methodology, statistical hiring data is combined with new hire results and outcomes to power continual improvements to our applicant screening and selection process.

Our process is structured to give our hiring managers better information and support when hiring employees. Combined with the online employment application is the Interview Guide that displays job fit and culture fit indicators of applicants, which aids in the screening process, as well as job-specific, legally sound interview questions that are customized for each applicant, based on the job and answers to the online assessment tool.

ASSESSMENT TOOL

Two of the traits Streetplus places a high value on are dependability and service. The online assessment tool, which is part of the online employment application process, creates a series of questions for the applicant to answer, giving the hiring manager solid data to make decisions regarding which applicants are extended interview opportunities.

Let's take a look at how dependability plays an important role in employees and how the online assessment tool measures and scores the applicants on this vital trait.



Primary traits for dependability include:

- Initiative
- Conformity
- Impulse Control
- Orderliness
- Rule Following
- Maturity
- Stability
- Follow Through
- Energy
- Achievement Motivation

Dependability Behaviors Streetplus values include:

- Cooperates and conforms to expected standards
- Keeps promises and tells the truth
- Follows through and accomplishes more
- Keeps work orderly
- Shows good organizational citizenship
- Maintains good punctuality and attendance
- Carefully follows rules and policies
- Takes action, starts work quickly and works hard
- Controls wayward impulses

Applicants who achieve a high score on this trait will have a direct impact on the following for Streetplus and the Venice Beach Business Improvement District.

- Reduced terminations
- Reduced new hire no shows
- Improved rehire eligibility
- Improved attendance
- Deduced discipline actions
- Increased productivity

Our hiring manager uses the outcomes of the assessment tool when determining which applicants to offer formal interviews.

This process seems extremely complex, but Streetplus has streamlined the system and the results are extremely valuable in our hiring process. Remember, Streetplus is recommending nearly 77% of the total annual cost to labor and you should demand processes from your contractor that result in the best possible employees being assigned to your account. Our process achieves the results that separate Streetplus from our competition.

HIRING PROCESS

One of the most important and critical elements of any successful improvement district is directly related to the workforce. As a significant player in the improvement district for over twenty-six (26) years, we have gained a great reputation as a quality company and our employees are directly responsible for attaining that distinction. We understand our employees represent our customers by wearing their logo, name and colors. Therefore, Streetplus invests the time and effort during the recruitment and selection process to hire the right people to represent our customers.



We understand how to hire the right people and we know where to recruit the right people. We operate and manage over sixty-five (65) improvement districts and over the years we've gained tremendous experience in hiring employees for improvement districts. We commit to looking and hiring locally. Our advertisement and recruitment efforts will target the Venice Beach area, using several different methods to "get the word out."

Streetplus will work with representatives from the Venice Beach Business Improvement District to determine involvement in the selection process. Generally, in order to protect the customer from "co-employment" claims, Streetplus provides an introductory meeting of finalists for jobs and the customer determines if their personality is a fit for their district.

ADVERTISEMENT

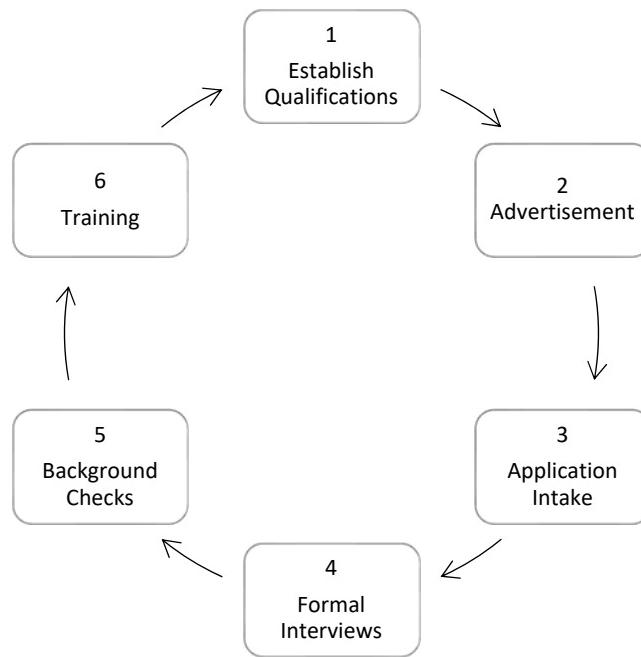
Streetplus will cast a wide net when related to placing recruitment advertisements, using publications, associations, online job postings, placement assistance agencies, and referrals. Our goal is to hire local and we're committed to achieving this goal.

Social media efforts will be used to get the word out about employment opportunities in downtown Venice Beach. Streetplus will use a combination of Career Builder, Snag-a-Job, Craig's List, Clear Fit and Indeed. Additionally, we'll use social media, such as Facebook and LinkedIn to get the word out.

Over the past four (4) years, Indeed has proved to yield the most qualified applicants for our positions in the Metro Los Angeles area. Indeed will be the primary external advertisement method and Streetplus will use other platforms as necessary.

RECRUITMENT

The goal of our hiring process is to hire the right people to work in Venice Beach. Below you will find a chart that summarizes our hiring process.



ESTABLISH QUALIFICATIONS

Streetplus believes there is value in discussing the required qualifications for Safety Hospitality Ambassador assigned to Venice Beach prior to beginning the advertisement and

recruitment process. It is vital that both organizations agree to the qualifications, which will guide the selection process. Streetplus certainly has the expertise to hire the right people, but we believe in establishing a partnership with our customers and this is the first step in laying the foundation that will lead to a successful program.

APPLICATION INTAKE

The next step is to schedule application intake. This is a process by which applicants completes the employment application. Streetplus encourages applicants to complete the employment application electronically by visiting our website. Our corporate staff will review the applications and determine if the applicant meets qualifications that were established. If so, the applicant will be scheduled for a formal interview.

During the Application Intake phase, the interviewer will thoroughly review the employment application and observe the personal appearance and communication skills of the applicant.

FORMAL INTERVIEWS

Interviews are important to gain an insight into the applicant's personality, skills, abilities, and experience. During the interview process, our staff will review the entire employment application with the applicant. This is an open discussion of their work history, experiences, skills, and personality. The interviewer will evaluate the applicant on several areas, to include verbal communication skills, personal appearance, thought process, and attention to detail.

The successful applicant, if offered employment, must satisfactorily complete three separate formal interviews.

PRE-EMPLOYMENT SCREENING

Although the establishment of qualifications, placing recruitment advertisement, application intake, and formal interviews play a vital role in the hiring process, the final step in the selection process is the pre-employment screening. A thorough collection and evaluation of data and information is completed by our corporate support team.

During the transition and implementation process, a member of our corporate support staff conducts the pre-employment screening. After the program is operating, the program supervisor will enter the data electronically for the pre-employment screening.

The following pre-employment screening process includes the following:

- Social Security Number Trace
- Criminal Conviction Check (all jurisdictions of residence for the past seven year) – this includes County, State and National checks.
- Driver's License Check (for positions that are required to operate company vehicles)
- E-Verify I-9 with Homeland Security
- Drug Screen

An applicant can't complete the hiring process until the corporate office issues a Certificate of Qualification. This process eliminates mistakes that could potentially occur at the account level if there is a local need to hire someone quickly. Mistakes in the hiring process related to pre-employment screening could expose our customers to negative outcomes, so this additional step by a third party with no direct interest in the hiring process, is valuable and necessary.

Streetplus is the only contractor providing services to the improvement district industry that utilizes a ten-panel drug test, which is similar to the Department of Transportation requirements. In addition to the drug screen during the hiring process, Streetplus is committed to administering random drug screens during the year. Our goal is to screen 20% of our workforce on an annual basis. This program is administered by a third party that employs a medical review officer. Employees are selected randomly by a computer using social security numbers.

DEPLOYMENT SCHEDULE

For accountability and tracking, Streetplus further defined the zones for the Venice Beach Business Improvement District. The map contained with the RFP illustrated two zones. Streetplus has taken those two zones and created sub-zones. Please refer to the Exhibits to see the proposed zone map.

Streetplus has developed a draft deployment schedule that will exceed expectations and requirements contained in the RFP. It is important to note that if awarded the contract to provide services, Streetplus recommends dialog with the Venice Beach Business Improvement District to ensure the deployment schedule is appropriate. Streetplus is open to making any adjustments to our proposed deployment schedule.

After award of contract, Streetplus will develop patrol routes and zones for the purpose of ensuring the entire property receives patrol coverages. Additionally, this approach provides structure and accountability, along with the Guard Tour System and Statview (with GPS tracking).

SAFETY HOSPITALITY AMBASSADORS

HOURS	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL
6:00 AM to 2:30 PM	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
	8.00	0.00	0.00	0.00	0.00	0.00	8.00	16.00
2:00 PM to 10:30 PM	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
10:00 PM to 6:30 AM	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
	0.00	0.00	0.00	0.00	0.00	8.00	8.00	16.00
TOTAL	56.00	48.00	48.00	48.00	48.00	56.00	64.00	368.00

SOCIAL SERVICE OUTREACH

HOURS	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL
Varies	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
TOTAL	8.00	56.00						

SHIFT SUPERVISORS

HOURS	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL
6:00 AM to 2:30 PM	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
2:00 PM to 10:30 PM	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
10:00 PM to 6:30 AM	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
TOTAL	24.00	168.00						

OPERATIONS MANAGER

HOURS	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL
8:00 AM to 5:00 PM	8.00	8.00	8.00	8.00	8.00	0.00	0.00	40.00
TOTAL	8.00	8.00	8.00	8.00	8.00	0.00	0.00	40.00

WEEKLY AND ANNUAL DEPLOYED HOURS

The chart below provides weekly and annual deployed hours for the proposed program. Streetplus is open to discussing staffing levels for the purpose of conforming within established budget perimeters.

Labor Category	Deployed Hours		Percent of Total
	Weekly	Annual	
Safety Hospitality	368.00	19,136.00	58.23%
Social Service Outreach	56.00	2,912.00	8.86%
Shift Supervisor	168.00	8,736.00	26.58%
Program Manager	40.00	2,080.00	6.33%
Total	632.00	32,864.00	100.00%

TRAINING

Training is a vital element in the overall program and serves as the foundation of our programs. Employees must possess necessary tools in their tool kit to perform at a level that exceeds expectations. Streetplus has structured our training program to provide the necessary knowledge and information employees need to perform exceptionally.

INTRODUCTION

We believe that a complete and comprehensive training program is vital to our commitment to retain the highest quality work force. We developed our training program with this philosophy in mind. Our training begins prior to the actual hiring of an applicant, and continues throughout the entire tenure of employment.

The foundation of our success is associated with our commitment to the training element and standards. Streetplus believes training is one of the critical functions of successful programs. After the advertisement and selection process is completed, the next step is to transform the applicant into an employee that is prepared to work in an urban environment. This is done by various methods, to include classroom instruction, field exercises, testing, and demonstrations.



Training is ongoing and an evolving process to ensure our employees are able to adjust to the changing needs of the District.

Operational and deployment strategy and methodology are addressed later in our Proposal, but there is a need to discuss in this section. Our strategy is to deploy ambassadors to maximum efficiency and to address challenges within the environment of the District.

PRE-ASSIGNMENT TRAINING

Our hiring process was explained in detail in the Human Resource section of our Proposal. You learned we believe hiring the right people is the beginning of a successful program. To continue on the efforts made in making great hiring decisions, the training element certainly plays a vital role in the performance of our employees on the street.

Pre-Assignment Training is delivered to all new hires before they begin their first day on the street providing services. Pre-Assignment Training consists of twenty-four (24) hours of

general training for all safety hospitality ambassadors and twenty-four (24) hours of specialized training for all safety hospitality ambassadors.

Pre-Assignment Training includes field exercise, classroom instruction and utilization of outside guest speakers. Employees are required to successfully pass a written test on each topic of instruction and must successfully pass all required training associated with their labor category.

A Certification of Completion will be generated documenting the completion of required training. A copy will be provided to the Venice Beach Business Improvement District, if requested. Otherwise, it will be filed in the employee personnel file.

PRE-ASSIGNMENT TRAINING

GENERAL	
Topic	Hours
Introduction to Streetplus Company, LLC	0.50
Introduction to Improvement Districts	0.50
History of Venice Beach	1.00
Operational Procedures	2.00
Safety Program and Worker's Compensation	1.00
Patrol Techniques	2.00
Report Writing	1.50
Cultural Diversity and Perceptions	1.00
Human Relations and Interpersonal Communication	1.00
Two-Way Radio Communication and Codes	1.00
Homelessness and Panhandling	2.00
Managing the Environment (Addressing Quality of Life)	1.00
Use of Force and Citizen Arrest Guidelines	1.00
Aggression Management	1.00
Human and Public Relations	1.00
Ethics, Deportment and Professional Conduct	1.00
Sexual Harassment	0.50
Hospitality and Customer Service	2.00
Emergency Situations and Preparedness	0.50
Outside Speakers	2.50
TOTAL	24.00

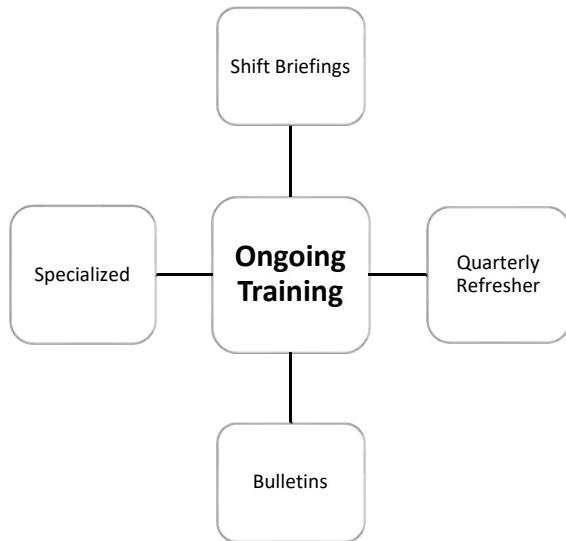
PRE-ASSIGNMENT TRAINING

Specialized	
Topic	Hours
CPR/First Aid/AED/Bloodborne Pathogens	6.00
Bike Patrol Certification	4.00
Segway Patrol Certification	4.00
Safe Driving	2.00
Street Exercises	4.00
Social Outreach Support	4.00
TOTAL	24.00

ONGOING TRAINING PROGRAM

There are several delivery methods related to ongoing training and all employees assigned to the Venice Beach Business Improvement District account are required to attend and pass the training. The foundation to our training program is Pre-Assignment Training and the ongoing program builds on the foundation, ensuring that the Ambassadors are equipped with knowledge and information.

Refer to the chart below for the various elements of the on-going training program.



SHIFT BRIEFINGS

There will be a formal briefing between the on-coming and off-going Safety Hospitality Ambassador. The purpose of the briefing is to share information that occurred on the previous shift and to share information that pertains to assignments for the on-coming shift. The Operations Manager will create a pass down log that will be reviewed by each oncoming Safety Hospitality Ambassador.

QUARTERLY REFRESHER TRAINING

This training is structured to improve performance by providing classroom and field instruction. Quarterly Refresher Training is scheduled and delivered in January, April, July and October. Each training session is four (4) hours in length and Streetplus will work closely with the Venice Beach Business Improvement District to establish topics for this element of our ongoing training program. The training will be delivered by the local account operations manager with input from the corporate office.

TRAINING BULLETINS

The Corporate Office generates and distributes Training Bulletins that are used to further a training topic or address a safety issue. The Operations Manager is responsible for reviewing the bulletins with the employees and document the sessions. Generally, Training Bulletins will be distributed monthly and will be delivered as part of the shift briefings occurring daily. This allows Streetplus to target additional training at no cost to the Venice Beach Business Improvement District.

SPECIALIZED

This element of our training program provides additional training for employees. Specialized training will include:

1. Civil Law and Civil Liability
2. Patrol Techniques
3. Crime Prevention
4. Discrimination and Affirmative Action
5. Segway Patrol Techniques
6. Bike Patrol Techniques
7. Vehicle Patrol Techniques

Streetplus also has specialized training focusing on providing additional training for supervisors and managers. This training includes, but not limited, to the following:

1. Time Management
2. Performance Evaluations
3. Progressive Discipline
4. Counselling
5. Documentation of Performance Measures
6. Interviewing and hiring

EMPLOYEE BENEFITS

The employee benefit package was designed to retain employees. The benefit package for employees includes the following:

- **Health Insurance** - Employee only; 80% of monthly premium for full-time employee after ninety days of employment. Full-time for health insurance includes all employees scheduled to work thirty-two hours or more weekly.
- **Life Insurance** – Employee only; 100% of monthly premium for all employees after ninety days of employment.
- **Short-term Disability** - Employee only; 100% of monthly premium for all employees after ninety days of employment.
- **PTO (Paid Time Off)** – employees receive 40 hours of Personal Time Off (PTO) annually. The Operations Manager receives eighty (80) hours annually of PTO.
- **Holiday Pay** - Employees working one of the following holidays will receive overtime pay at time and one half their regular pay rates.
 - New Year's Day
 - Memorial Day
 - Independence Day
 - Labor Day
 - Thanksgiving
 - Christmas

SUMMARY

One of the steps in our recruitment process is the development of qualifications and standards for each labor category. Representatives from Venice Beach will have the opportunity to actively participate in the process of developing qualifications and standards.

Support staff operating out of the Ambassador Academy Center will be responsible for scheduling qualified applicants for the local account operations manager to interview and offer employment. Applicants offered employment opportunity must receive approval from a representative from Venice Beach before officially hired and assigned to the account. This process will be discussed and developed after award of contract.

PERFORMANCE IMPROVEMENT, MANAGEMENT AND REPORTING

This section of our Proposal addresses the processes and reports that are structured to ensure that Streetplus is doing what we said we would do, which is provide services that will consistently exceed your expectations.

IMPLEMENTATION AND TRANSITION

We are confident the program we've designed for the Venice Beach Business Improvement District addresses the requirements discussed during the pre-bid meeting and requirements contained in the Request for Proposal. The critical stage after the decision is made regarding which company will be the best partner for your organization will be the implementation and transition of services.

Streetplus is committed to putting the best product on the street and this will require a concentrated effort during this period. Streetplus will focus on making sure the entire proposed program is implemented and providing services on the date the Venice Beach Business Improvement District determines.

Steve Hillard, President and Principal, working closely with Ken Nakano, Vice President of Operations, will be the Transition Leader, responsible for coordinating all tasks associated with the transition and implementation of services.

After award of contract, Streetplus will assemble the transition team, focused on ensuring all aspects of our designed program are implemented.

AFTER TRANSITION

Ongoing involvement and support from the corporate office of Streetplus is essential to the management and evolution of the program. Continuous improvement is our goal and our corporate team is well-versed in providing necessary support, guidance and resources. Additionally, our corporate team will share "best practices" from our other customers and the Venice Beach Business Improvement District can determine if these proven solutions are appropriate to implement.

AMBASSADOR ACADEMY CENTER

Recruitment and training are two major components of our human resource processes, which are time consuming. Remember, nearly 77% of the total annual cost for services is related to payroll and taxes. Your contractor must be an expert at selecting the right person to become a safety hospitality ambassador. If the local account operations manager is responsible for all

of the “back office” human resource processes, that takes valuable and limited time away from their primary job, which is to manage the program. Streetplus has centralized all of the human resources and most of the training by having these tasks completed at the Ambassador Academy Center, which is located within miles of the Venice Beach Business Improvement Center.

Streetplus employees at the Ambassador Academy Center are responsible for the following tasks:

- Placing recruitment advertisements
- Reviewing resumes and employment applications
- Conducting initial telephone screening
- Scheduling interviews
- Conducting interviews (Podium, 1st and 2nd round)
- Entering data for pre-employment background screening
- Delivering key training topics for Pre-Assignment Training
- Issuing uniforms, accessories and equipment

Working directly with the Operations Manager assigned to the Venice Beach Business Improvement District, employees from the Ambassador Academy Center will coordinate assignment after all “back office” tasks are completed.

One of the benefits of the Streetplus Ambassador Academy Center will be the deployment of “flex force” employees that will be trained and uniformed to work at several districts. This group of employees will be assigned for short notice call-offs, vacation replacement and special events.

Quality Assurance is a vital program element and employees from the Streetplus Ambassador Academy Center will conduct unannounced visits and audits of districts. The results will be shared with the Venice Beach Business Improvement District and the Streetplus Operations Manager.

Streetplus is the only contractor that has such a center that is dedicated to the improvement district industry.

CUSTOMER SERVICE COORDINATOR

We understand the importance of quality assurance and service and the value each has on making the program successful. There is value in having information and requests flowing through a central location or person. This improves the internal processes and streamlines the communication process.

We've created a corporate level position that will be responsible for coordinating all activity and requests for your account. The position is Customer Service Coordinator. You have a

dedicated point of contact on any issue related to your account and you can expect timely responses to questions and requests. Lee Morgan will be your contact at the corporate office for routine requests for corporate support.

The owners and others overseeing your account will always be just a phone call or email away, but this person will be the “go to” person and always available.

TRAINING AND TECHNOLOGY MANAGER

One of the most important aspects of the proposed program relates to training and technology. Streetplus will make our Training and Technology Manager (Eric Corona) available to ensure the training is delivered in accordance with local requirements and Streetplus standards, working closely with Ken Nakano (Vice President of Operations).

Statview, our electronic work order and data collection and reporting system, uses the mobile devices and tablets to enter and receive data. Mr. Corona will ensure that the system is customized to the needs of the Venice Beach Business Improvement District and will work closely with representatives of the Venice Beach Business Improvement District during the transition and implementation phase.

ACCOUNT VISITS

During the course of the year, members of our corporate team will make visits to Venice Beach with the purpose of making sure the program we've designed is achieving desired results. You can expect at least a visit every month from a corporate level executive. Additionally, Ken Nakano, Vice President of Operations, will make a visit weekly.

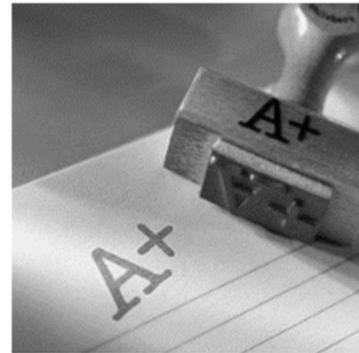
Quarterly, a member of the corporate team will make a visit for the purpose of evaluating the program. This is a formal visit resulting in an audit of every aspect of the program. This is important to ensure quality of service and service compliance. You will receive a copy of the results and we encourage a meeting to review the findings. Achievements will be celebrated and shortcomings will be addressed in the form of an action plan.



REPORTS

It is easy for a contractor to tell you we're doing a great job and that services are being delivered with no problems. However, we know it's important to hear from the customer if things are as good as the contractor says they are. That's why at Streetplus we encourage ongoing dialog and information sharing, both positive and negative. Reports document visits, outcomes and services and are vital to the ongoing evaluation of performance.

In addition to the reports you will receive after a formal quarterly visit, you can expect to receive an annual report. The purpose of the annual report is to share with you the achievements made during the reporting period. The report will also contain highlights, milestones, and service data showing the value the program has to the Venice Beach Business Improvement District.



The local Operations Manager will generate a monthly operational report that is used to measure service delivery requirements and to measure productivity and staffing.

All reports will be made available to the Venice Beach Business Improvement District and it is our expectation that both organizations meet to review reports.

In summary, you can expect the following reports.

1. **Monthly** - structured to provide information related to the previous months' performance.
2. **Quarterly** – documenting formal visits. The report is an audit score card on account performance.
3. **Annual** – structured to provide results of the previous year.

THE PLUS PROMISE

We're confident the program we've designed, coupled with our experience and processes, will exceed your expectations. We want you to feel confident that you have made the right choice if you select Streetplus to manage and operate your program.

There are key deliverables that our customers must rely on. The Plus Promise provides monetary credits on future invoices if Streetplus fails to deliver the product.

Below are examples of the promises we make.

- ✓ If we don't make an account visit in accordance with the contract, you will receive a \$1,000 credit on your invoice.
- ✓ If we don't deliver summer uniforms or winter uniforms by the date agreed upon, you will receive a \$1,000 credit on your invoice.
- ✓ If we fail to deliver Refresher Training in accordance with our Proposal, you will receive a \$500 credit on your invoice.
- ✓ If we incorrectly pay an ambassador, you will receive a \$20 credit on your invoice and the ambassador will receive a \$20 gift card.
- ✓ If we invoice you incorrectly, you will receive a \$250 credit on your invoice.
- ✓ If we fail to invoice you correctly for "Special Details" and "Projects" you will receive a \$500 credit on your invoice.

EQUIPMENT AND UNIFORMS

This section of the Proposal will address proposed equipment and uniforms. After award of contract, one of the first priorities will be to determine the type and color of uniforms, to include the logo for the Venice Beach Business Improvement District. Additionally, a review of the proposed equipment and supplies will be discussed and decisions reached regarding the final list of equipment and supplies.

EQUIPMENT AND SUPPLIES

Streetplus has created a list of equipment and supplies needed to support and deliver proposed services. This list is an estimate of the type and cost of equipment and supplies. Streetplus recommends a dialog with representatives from the Venice Beach Business Improvement District to ensure our assumptions and estimates are within the established budget.

Statview, which is our software system used for tracking work outcomes and other essential outcomes, is contained in the table below. The costs associated with Statview include the following line items:

- AT&T Service Plan – this is the cost for the cellular and data plan for each mobile device.
- GeoPal Service Plan – this is the cost for access to the software hosting the platform.
- Mobile and Table Devices – this is the cost for the purchase of the devices.

OPERATING EXPENSES

Category	Annual Expense
Uniforms & Accessories	\$ 15,405.00
Protective Gear and Accessories	\$ 8,550.00
Advertisement & Recruitment	\$ 800.00
Pre-Employment Screening	\$ 2,962.50
Awards & Recognition	\$ 2,850.00
AT&T Service Plan	\$ 9,000.00
GeoPal Service Plan	\$ 2,880.00
Mobile and Tablet Devices	\$ 5,000.00
Office Supplies	\$ 3,000.00
Equipment Maintenance	\$ 3,000.00
Pre-Assignment Training	\$ 3,000.00
Quarter Refresher Training	\$ 6,320.00
Miscellaneous	\$ 2,500.00
TOTAL	\$ 65,267.50
COST PER HOUR	\$ 1.99

As stated earlier in the Proposal, the table below contains the list and cost of proposed capital equipment. Remember, this cost is separate and will be billed monthly as a separate line item on our invoice. This list is a recommendation and Streetplus recommends the list be reviewed with representatives from the Venice Beach Business Improvement District.

Safety Program - Proposed Capital Equipment

Item	Qty	Unit Cost	Extended Cost
Two-Way Radios	10	\$ 575.00	\$ 5,750.00
Repeater	1	\$ 4,000.00	\$ 4,000.00
Segway SE-3 Patroller	2	\$13,000.00	\$ 26,000.00
Fuji Police Mountain Bikes	6	\$ 850.00	\$ 5,100.00
Guard Tour System	1	\$ 6,000.00	\$ 6,000.00
Computer and Printer	1	\$ 1,800.00	\$ 1,800.00
		Sub-total	\$ 48,650.00
		Cost Per Year (3-year amortization)	\$ 18,294.17
		Monthly Cost	\$ 1,524.51

UNIFORMS AND ACCESSORIES

One of the many significant elements of our customized program for the Venice Beach Business Improvement District involves the selection of uniforms. We encourage involvement of our customers in determining the type, style and color of uniforms. We will use our collective experience and provide suggestions, but would like your involvement in the process.

Streetplus takes a great deal of pride in the uniform appearance of employees. We expect our employees to wear the uniform properly and we provide them with the highest quality available in the market.

Streetplus has designed uniforms to accomplish the following:



Streetplus has improved our standard uniform to fit the ever-changing needs of our employees and the environments they work in. Additionally, the uniform industry has made tremendous improvements over the years and we've taken advantage of the advancements in garments and fabrics. We've developed a standard uniform, but have many options to select from our standard. We strive to make the uniforms comfortable but visible by using

the latest technology. The table below list the different uniform elements and the quantity issued to each employee.

Uniform Item	Qty
Short Sleeve Polo Style Shirt	4
Long Sleeve Polo Style Shirt	4
T-Shirt	4
Mock Turtleneck	4
Pants	4
Spring Jacket	1
Fall Jacket	1
Rain Gear	1
Black Leather Belt	1
Duty Belt Accessories	1
Baseball Style Hat	2

Streetplus recommends designing the uniform after award of contract. It is important for representatives from the Venice Beach Business Improvement District to be involved in the design of the uniform, to include color, decorations, and type of uniform items. We've included several different pictures throughout the Proposal that show the different colors and types of uniforms.

Another element of the uniform includes accessories. Streetplus employees are licensed with the State of California as security officers. Additionally, our proposed program is similar to other programs in the downtown Los Angeles area in regards to uniforms and accessories. Streetplus will provide the following accessories to employees assigned to the Venice Beach account.

Protective Gear		
Item		Unit Cost
Protective Vest	15	\$ 350.00
Garrison Belt	15	\$ 40.00
Keepers	15	\$ 20.00
Pepper Spray & Holder	15	\$ 40.00
Baton & Holder	15	\$ 40.00
Handcuffs & Holder	15	\$ 40.00
Flashlight & Holder	15	\$ 40.00
Cost Per Employee		\$ 570.00
Total Cost		\$ 8,550.00

COMMUNICATIONS AND TECHNOLOGY

This section of our Proposal addresses communications and technology. Communication includes mobile devices with cellular capability and two-way radios. Technology includes our proprietary software system called “Statview.”

COMMUNICATIONS

It is important for the Safety Hospitality Ambassadors to be able to communicate with each other while on the streets providing services. Each Safety Hospitality Ambassador will be issued a two-way radio before they start their assigned shift. The two-way radio serves as the primary communication device and the Safety Hospitality Ambassadors will be trained on proper and correct communication on the two-way radio.

The BID Office will have a two-way radio for the purpose of communicating directly with the Safety Hospitality Ambassadors, Social Service Outreach Specialist, Shift Supervisor and Operations Manager.

In addition to the two-way radio, each employee will be issued a mobile device. This device will have both data and cellular capability. The primary use of the mobile device is to support Statview. However, each employee will have the capability of dialing 911 to request emergency services.

COMPLAINTS AND REQUEST FOR SERVICES

All requests for services will be tracked and reported using Statview. Streetplus recommends the Venice Beach Business Improvement District establishes a service hotline for service requests and complaints. The service hotline will be forwarded to the shift supervisor mobile device to ensure that all calls are processed in a timely manner.

Additionally, Streetplus proposes that the Venice Beach Business Improvement District develops a “Service Request” form on the website for people to request services. Streetplus can assist with the development and implementation of this program element. This will permit the general public to submit service requests and complaints, which will be forwarded to the appropriate person and entered in Statview for tracking.

TECHNOLOGY - STATVIEW

Statview is a cutting-edge, productivity enhancing software solution structured to improve tracking, provide accountability of ambassadors and manage fixed assets. The proprietary software is only available through Streetplus.

After over twenty-five years of providing clean, safe and friendly services to the improvement district industry, Streetplus developed Statview as a tool to show the positive results and return on investment that these programs provide to stakeholders, property owners and others that are making a difference in their downtowns. Streetplus recognizes the importance of data collection and the need for improvement districts to have that information at the push of a button. Statview was developed specifically for this industry and Streetplus is the only one to be able to bring this comprehensive program to you.

Statview solves common problems for improvement districts that need to effectively manage clean, safe and friendly street operations, especially the Venice Beach Business Improvement District because this is a new approach for Venice Beach and there are many challenges to overcome.

Streetplus recognizes the importance of data collection and the need for improvement districts to have that information at the push of a button. Statview has been developed specifically for this industry and Streetplus is the only one to be able to bring this comprehensive program to you. The newest innovation and creative program element only available through Streetplus is Statview.

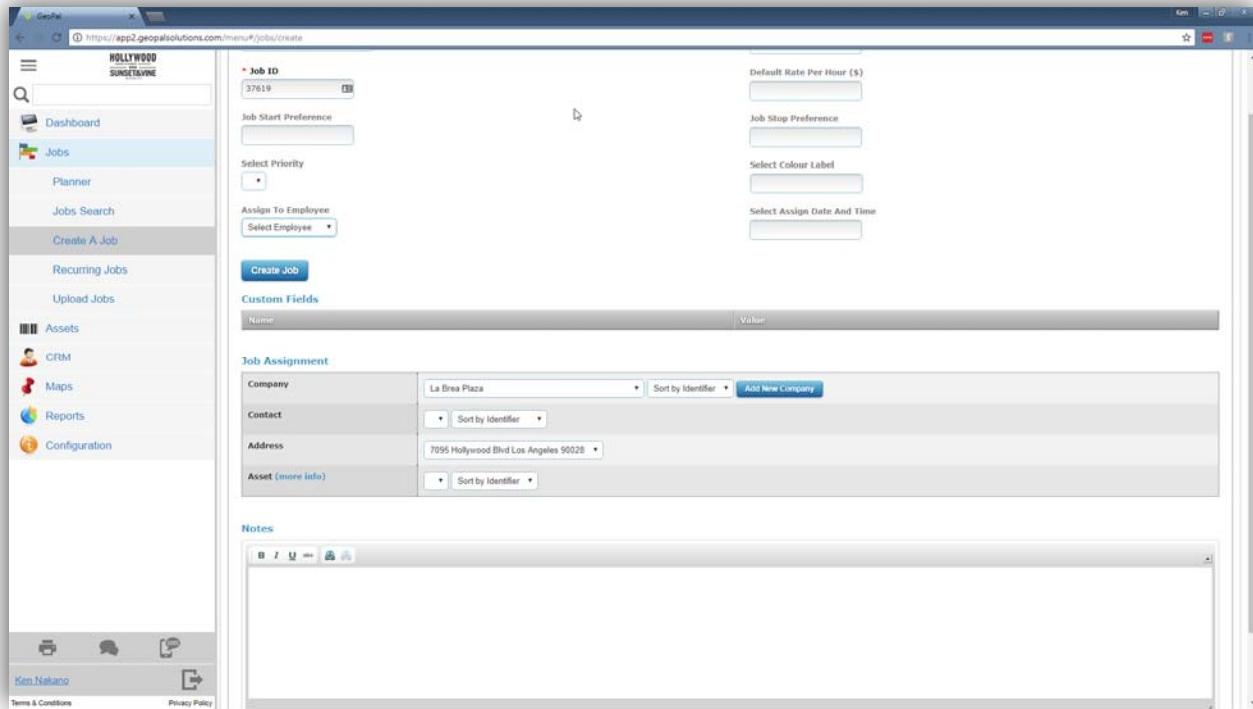
Software platform includes the following applications:

- Reduction of paperwork
- Generate and track work orders
- Capture service volumes
- Create “board ready” reports
- Dispatch and track ambassadors
- Manage fixed assets

Ambassadors and anyone else you would like to have access to the system logs in using a mobile device, tablet or desktop. With a user-friendly interface, Ambassadors quickly enter information that is ready for you in real time.

DISPATCH

One of the most beneficial applications of Statview is the Dispatch feature. From a staff member working from an office, to someone who is walking around in the district, work orders can be inputted (via desktop, tablet or mobile device) and it will dispatch that call to the appropriate ambassador by text message and email. Statview will keep track of every detail for that work order and will keep a history of all activity associated with the work order, to include addresses.



Progress of the work order can then be tracked using the Statview web portal, where you can check to see all aspects of that work order from start to finish, with before and after pictures if necessary. Along with the tracking of individual jobs, the system has the capability to keep a history of every work order that is associated with an address. If needed, you can download a report in several different formats (Excel, PDF, XML and more).

The screenshot displays the Statview software interface. On the left, the 'Job Details' panel shows information for Job Id 37624, including Template Name (Graffiti), Status (Completed), and various dates/times. The 'Workflows' tab is active, showing a sequence of steps: Start Report, Select BID, Graffiti Location, Gang Affiliated, Graffiti Type, and Photo. The 'Assets' tab shows a single asset entry for 'No Asset'. The 'Reports' tab shows a report titled 'End Report' with a timestamp of 2017-10-18 09:30:04. Below these tabs, there are sections for 'Address', 'Asset', 'Contact', and 'Company', all currently showing 'No [entity]'. At the bottom, there are several buttons for job management (Edit Job, Review Job, Set Status, Reassign, PDF Reports, Excel Reports, Standard Reports) and a 'Job Search' bar. A status bar at the bottom right indicates 'Last Refresh: 10:18:13'.

If there are regular tasks that you want to ensure are getting done on a recurring schedule, this simply can be done in Statview by setting the dates, frequency and times and from there Statview does the rest, dispatching that task on a recurring basis to the Ambassadors, ensuring that the work that you need is completed.

REPORTING & STATISTICS

Statview makes it easy for you to pull up the data that you need at a moment's notice, be it regular activity audits to comprehensive analytics, Statview has every reporting function that you can desire and then more. Some example reports include:

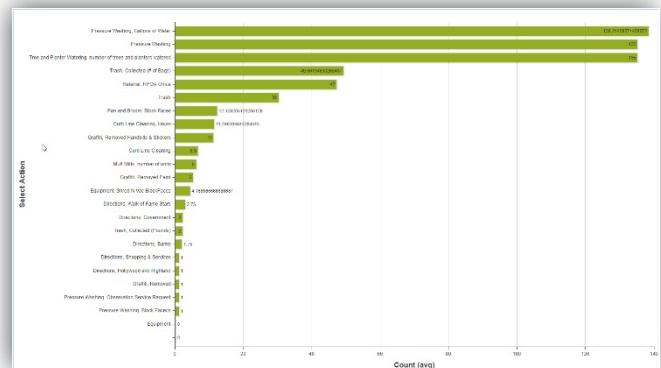
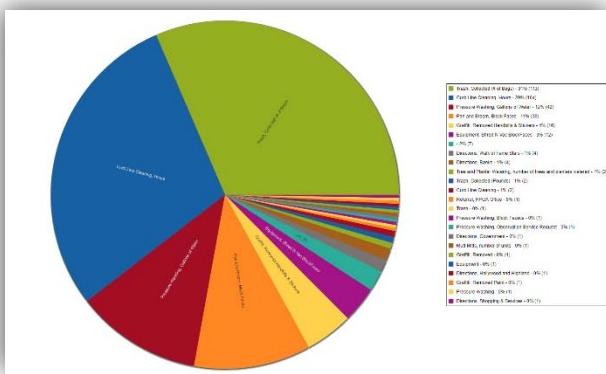
PIVOT TABLES:

The screenshot shows a pivot table titled 'Quick Tally' with the following data:

Action	Count
(Blank)	0.00
Curb Line Cleaning	13.00
Curb Line Cleaning, Hours	1,184.00
Directions, Banks	7.00
Directions, Government	2.00
Directions, Hollywood and Highland	1.00
Directions, Shopping & Services	1.00
Directions, Walk of Fame Stars	11.00
Equipment	0.00
Equipment, Shred N Vac BlockFaces	21.00
Graffiti, Removed	1.00
Graffiti, Aerosol HandBills & Stickers	17.00
Graffiti, Removed Paint	5.00
Huft Hits, number of units	4.00
Pan and Brush, Block Faces	473.00
Pressure Washing	125.00
Pressure Washing, Block Faces	1.00
Pressure Washing, Gallons of Water	5,895.00
Pressure Washing, Observation Service Request	1.00
Referral, HODA Office	47.00
Trash	30.00
Trash, Collected (# of Bags)	5,544.00
Trash, Collected (Pounds)	4.00
Tree and Planter Watering, number of trees and planters watered	279.00
Grand total	4,374.00
	13,752.00

GRAPHS & CHARTS

You choose the information that you want to look at and at the push of a button, you have a visual reference of the data you want.



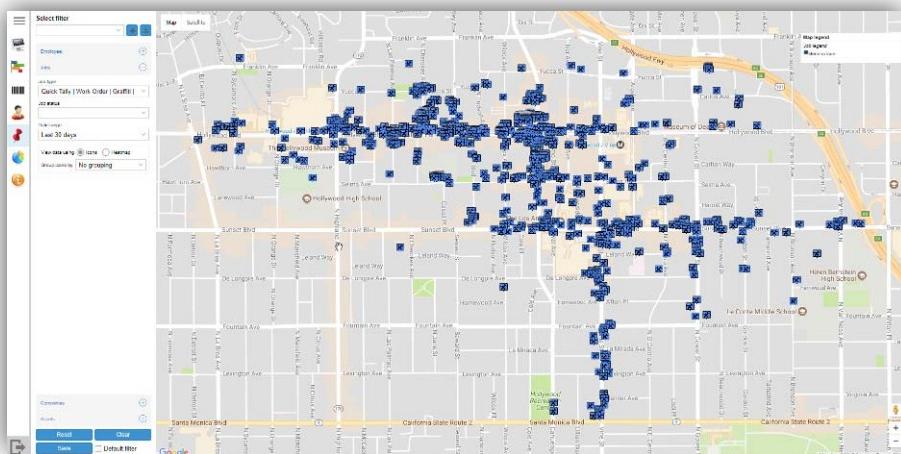
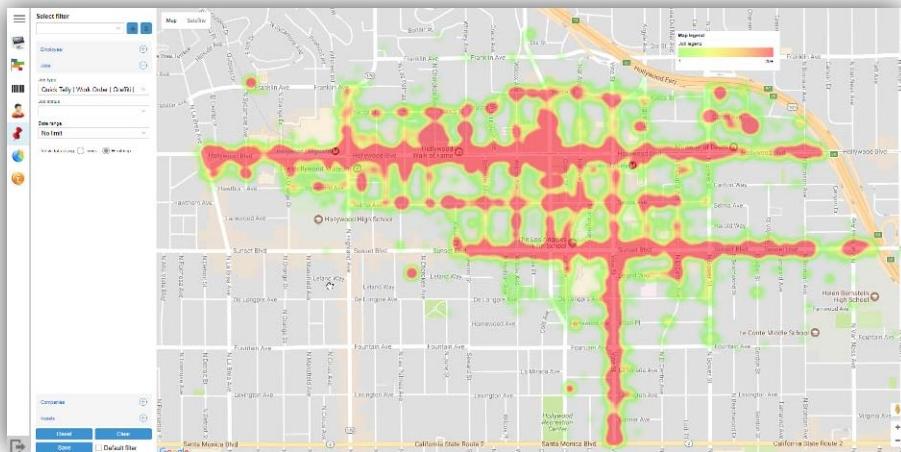
CUSTOM EXCEL REPORTS

Quick Tally Summary

Clean Team							
Category	Previous Week	Current Week	YTD	Category	Previous Week	Current Week	YTD
Curb Line Cleaning - Hours	0	879	1900	Graffiti - Removed Handbills & Stickers	0	128	420
Directions - Arts & Entertainment	0	0	1	Graffiti - Removed Paint	0	0	2
Directions - Banks	0	8	26	Graffiti - Other	0	0	0
Directions - Bars & Nightclubs	0	0	4	Gum Removal -	0	0	0
Directions - Businesses	0	0	1	Mutt Mitts - number of units	0	6	6
Directions - Hollywood and Highland	0	2	21	Pan and Broom - Block Faces	0	548	1155
Directions- Walk of Fame Stars	0	0	0	Pressure Washing - Block Faces	0	405	407
Directions - Dining & Food	0	0	10	Pressure Washing - Hours	0	0	0
Directions - Government	0	4	9	Pressure Washing - Gallons of Water	0	340875	813350
Directions - Hotel	0	0	7	Social Service - Encampment (Report)	0	1	2
Directions - Parking	0	0	7	Social Service - Encampment (Authoriz	0	0	0
Directions - Parks	0	0	0	Social Service - Encampment Personal	0	0	0
Directions - Shopping & Services	0	2	7	Social Service - Encampment Trash	0	0	0
Directions - Transit	0	0	5	Star Polishing - number of stars polishe	0	0	0
Directions - Hollywood Bowl	0	0	0	Trash - Collected (Pounds)	0	104	104
Directions - Chinese Theater	0	0	14	Trash - Collected (Bulk Items)	0	0	0
Equipment - Shred N Vac BlockFaces	0	152	365	Trash - Collected (# of Bags)	0	5227	11007
Equipment - Tenant s30	0	0	43				
Equipment - Vehicle	0	0	2				
Graffiti - Removed	0	0	21				

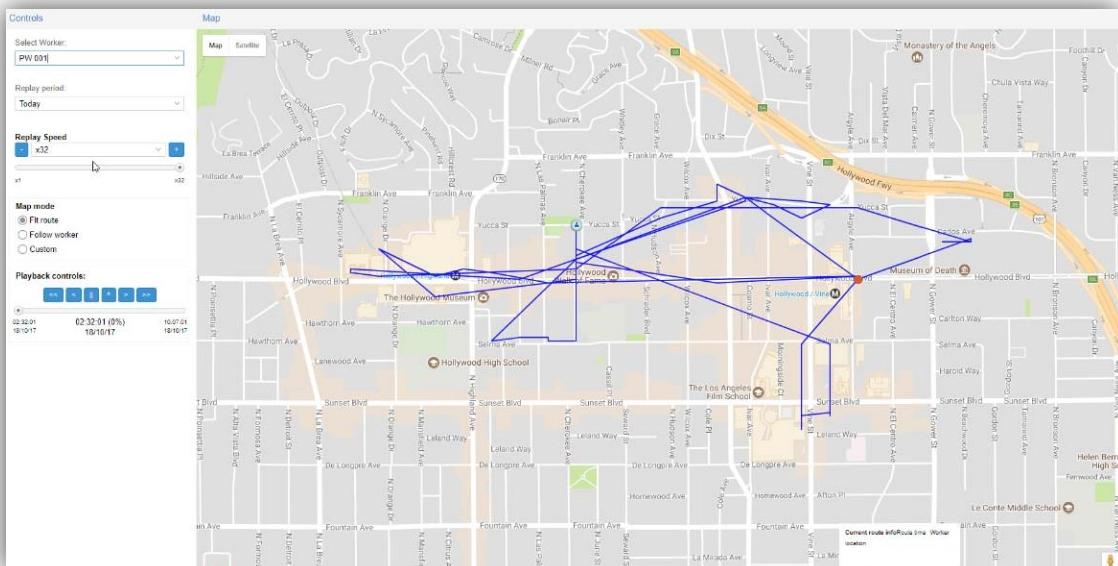
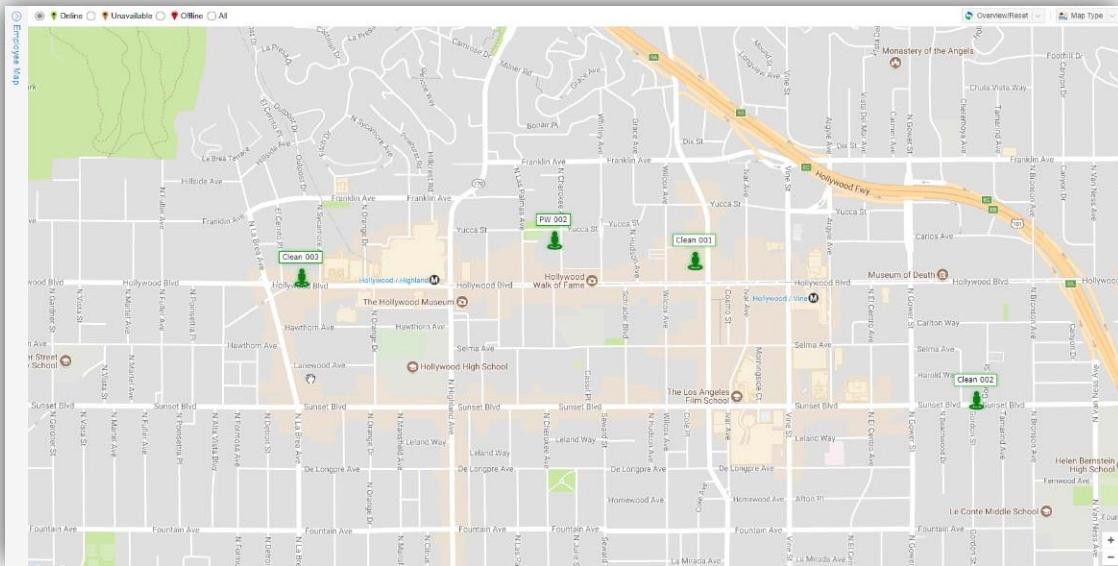
INTERACTIVE MAPPING

Everything that is done within Statview is GPS enabled, allowing you to map out the activity that is occurring within your district. After selecting the criteria, you can select either an interactive icon map or a heatmap that will clearly define the information you want.



WORKFORCE MANAGEMENT

Along with all the other features that Statview has to offer, it is also a robust management tool that does everything from tracking the time it takes to complete tasks from start to finish to being able to look at a map and know where your Ambassadors are at in the district at any given time. Statview also allows to look at the routes taken by Ambassadors thus ensuring that your district is being covered to your satisfaction.



REFERENCES

Today, Streetplus provides contracted services to over sixty-five (65) improvement districts. Our customers are our best references and we encourage you to contact them to discuss our performance, quality and responsiveness.

Below, you will find comments from customer reference letters regarding our services.

"TECHNOLOGY AND INNOVATION ARE VITAL ELEMENTS OF A SUCCESSFUL PROGRAM. MR. GOLDBERG AND MR. DESIMONE HAVE BROUGHT FORTH GREAT IDEAS THAT HAVE ELEVATED OUR PROGRAM OVER THE YEARS. WE REGARD THEM AS EXPERTS IN THE INDUSTRY"

Jennifer Brown, Executive Director
Flatiron/23rd Street Partnership
New York, NY
Customer since 2006

"THE OWNERS AND SUPPORT STAFF AT AMC HAVE ALWAYS DISPLAYED A HIGH DEGREE OF INTEGRITY, RESPONSIBILITY AND AMBITION.....THEIR APPROACH TO HIRING THE RIGHT PEOPLE AND GIVING THEM THE TOOLS AND TRAINING TO SUCCEED STANDS OUT"

William Kelly, Executive Director
Village Alliance
New York, NY
Customer since 1993

"I'VE BEEN IMPRESSED WITH THEIR CONSISTENT DELIVERY OF SERVICES AND THE QUALITY OF THEIR WORK PRODUCT, WHICH RESULTS IN THE DISTRICT BEING CLEAN, WELCOMING AND INVITING."

Jennifer Falk, Executive Director
Union Square Partnership
New York, NY
Customer since 1994

"OUR EXPERIENCE DURING THE TRANSITION HAS BEEN REMARKABLE. THE STREETPLUS EXECUTIVE MANAGEMENT TEAM OF DAVID GOLDBERG, PATRICK DESIMONE, AND STEVE HILLARD WERE IN CONSTANT CONTACT PREPARING FOR THE "GO LIVE" DATE AND EVEN WERE ON SITE THAT DAY PERSONALLY DELIVERING THE INITIAL PROGRAM SUPPLIES. THAT IS A REAL COMMITMENT TO THE CLIENT."

Charles Broad, Executive Director
Reading Downtown Improvement District
Reading, PA
Customer since September 2012

“STREETPLUS IS PASSIONATE ABOUT THE WORK THEY DO. THEY HAVE SIGNIFICANT EXPERTISE WORKING WITHIN OTHER VIBRATE COMMUNITIES THAT OFFER WORLD-CLASS DINING, ENTERTAINMENT, SPORTS, RECREATION AND CULTURE. THEY BRING A LEVEL OF SOPHISTICATION THAT WILL TAKE ALL THAT IS ALREADY GOOD IN SOUTH PARK AND MAKE IT GREAT!”

Jessica Lall, Executive Director
South Park Business Improvement District
Los Angeles, CA
Customer since July 2013

Metro Los Angeles BID Customers

South Park Business Improvement District

Ellen Riotto, Executive Director
ellen@southpark.la
401-439-8147

South Park II

Katie Kiefer, Director of Operations
katie@southpark.la
213-663-1120

Historic Core Business Improvement District

Blair Besten, Executive Director
blair@historiccore.bid
213-488-1901

South Los Angeles Industrial Tract

Susan Levi, Executive Director
susan@labids.org
818-667-4626

Hollywood Entertainment District

Joe Mariani, Associate Director
joe@hollywoodbid.org
323-463-6767
Matthew Severson, Operations Manager
matthew@hollywoodbid.org
323-463-6767

Sunset and Vine District

Joe Mariani, Associate Director
joe@hollywoodbid.org
323-463-6767
Matthew Severson, Operations Manager
matthew@hollywoodbid.org
323-463-6767

The BLVD (Lancaster, CA)

Angela Riley, Executive Director
ariley@cityoflancasterca.org
661-723-6074

City of Riverside

Nathan Freeman, Project Manager
nfreeman@riversideca.gov
951-224-3295

Village at Sherman Oaks BID

Vicki Nussbaum, Executive Director
vicki@villageatshermanoaks.com
818-326-0273

EXHIBITS

The Plus Promise

At Your Service

Statview Product Sheet

Organizational Chart

Zone Map

Lesson Plan

Incident Report

Monthly/Quarterly Report

Certificate of Insurance

STREETPLUS



At Streetplus, we understand change is difficult and the unknown can be difficult. We want you to feel confident that you have made the right decision in selecting Streetplus to manage and operate your Street Team Cleaning and Maintenance Services Program.

THE PLUS PROMISE GUARANTEE:

1. If we don't make an account visit in accordance with the contract, you will receive a \$1,000 credit on your invoice.
2. If we don't deliver summer uniforms or winter uniforms by the date agreed upon, you will receive a \$1,000 credit on your invoice.
3. If we fail to deliver Refresher Training in accordance with our Proposal, you will receive a \$500 credit on your invoice.
4. If we incorrectly pay an ambassador, you will receive a \$20 credit on your invoice and the ambassador will receive a \$20 gift card.
5. If we invoice you incorrectly, you will receive a \$250 credit on your invoice.

Steve Hillard, President
Streetplus



Clean + Safe + Friendly



STREETPLUS

At Your Service



Venice Beach BID provides numerous environmental and supplemental safety services throughout the Downtown area on a daily basis. In addition to

providing these daily services, we performed the following service(s) on:

Date	Time	AM / PM
<input type="checkbox"/> Removed Graffiti/handbill		
<input type="checkbox"/> Painted Over Graffiti/handbill		
<input type="checkbox"/> Power Washed Sidewalks		
<input type="checkbox"/> Weed Control		
<input type="checkbox"/> Removed Trash		
<input type="checkbox"/> Other _____		

- Service initiated by Venice Beach BID District Ambassadors

- Service provided at your request

Let us know how we're doing, contact:
Venice Beach BID, 8 Horizon Ave, Venice, CA 90291
www.venicebeachbid.com

- Maintain flexible cleaning schedules to accommodate business and property owner needs
- Remove street-level graffiti within 48 hours of report
- Paint and maintain public spaces

To request Clean & Safe Service, contact:
Venice Beach BID, 8 Horizon Ave, Venice, CA 90291
www.venicebeachbid.com



Clean + Safe + Friendly





is a cutting-edge, productivity enhancing software solution structured to improve tracking, provide accountability of downtown ambassador programs, and manage downtown fixed assets.



Statview solves common problems for improvement district that need to effectively manage clean, safe and friendly street operations and manage fixed assets.

Reduce Paperwork

Create mobile forms to capture data related to ambassador programs - no need to carry multiple paper forms and separate camera for reporting street issues, achieving significant time and cost savings by reducing report creation time

Generate and Track Work Orders

Document street conditions with the electronic work order platform, which allows ambassadors, management, and improvement district personnel to enter work orders using mobile devices and desktop computers. Work orders are sent to street ambassadors via text message or electronic mail, detailing the location and condition requiring addition. You can attach pictures, video and documents to the work order so all data and information is assigned to the work order for future use and reporting.

Capture Service Volume

The Quick Tally feature allows street ambassadors to enter services provided, such as directions provided, number of trash bags collected and pounds of trash collected, gallons of water used for pressure washing, number of miles patrolled on foot, bicycle, Segway and vehicle. These are just a few of the services that are captured with Quick Tally.



Create Board Ready Reports

All work orders and Quick Tally data converts to easy, informative and "board ready" reports. Export the data, insert logos, pictures, charts, tables and other graphics to enhance the quality of the reports.

Dispatch and Track Street Ambassadors

Statview has GPS that allows tracking current and past locations of street ambassadors for dispatching for service calls and reporting past whereabouts.

Manage Fixed Assets

Create files to effectively manage fixed assets and environmental conditions of fixed assets, such as trees, planters, benches, utility poles and boxes, light poles, and street furniture. You can identify exact location and identifying information to create maps. All work orders related to a fixed asset are attached to the file for easy reference of work history.



Enhance investment in IT systems with Statview mobility

Flexible and open API suite enables you to integrate with almost any existing IT system, including GIS, CRM or giving a direct link to municipal and city 211 or 311 portals.

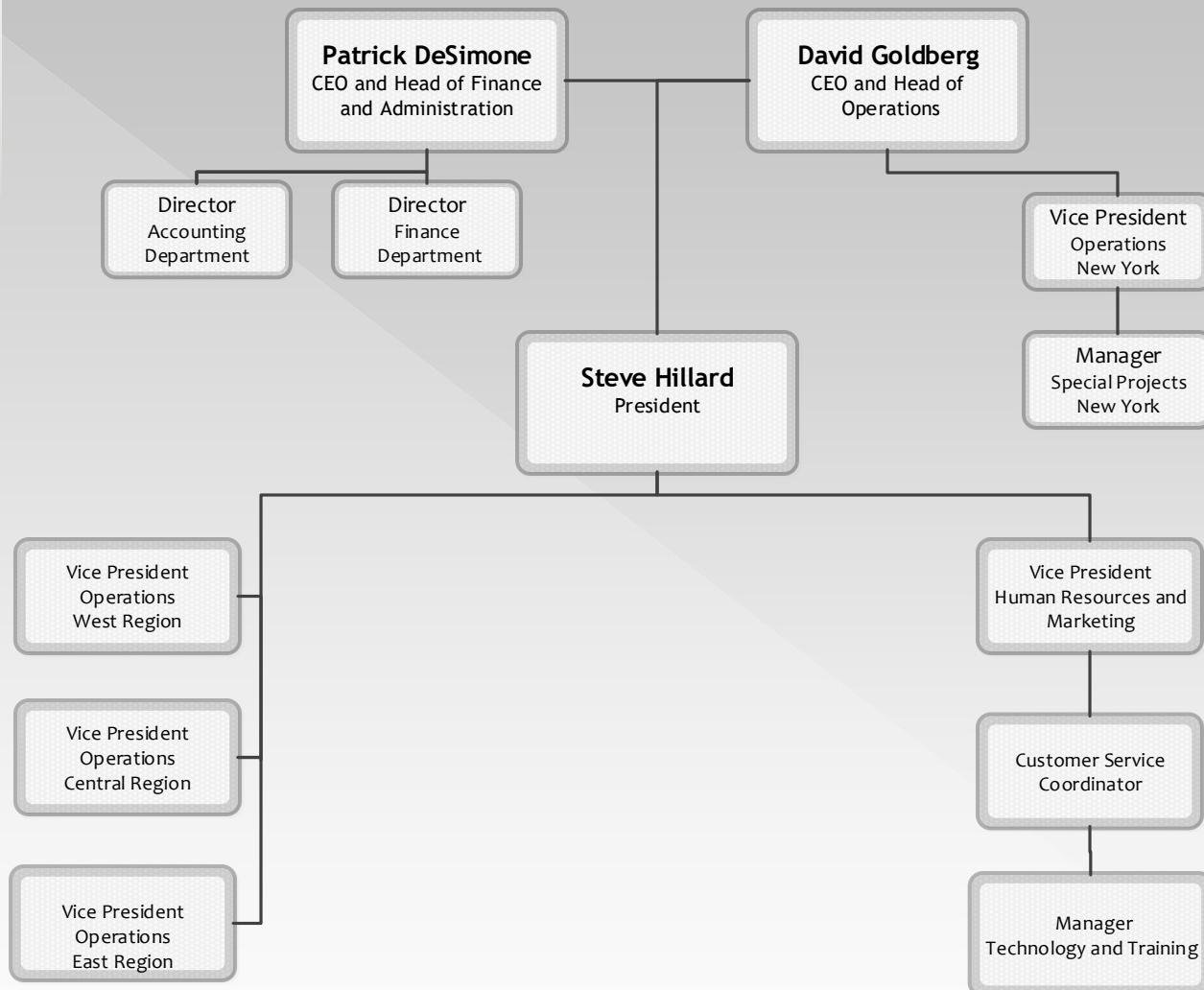
For more information or to schedule an online demonstration, visit streetplus.net and complete the request for more information, email info@streetplus.net or call toll free 855-399-9600

Follow Streetplus on

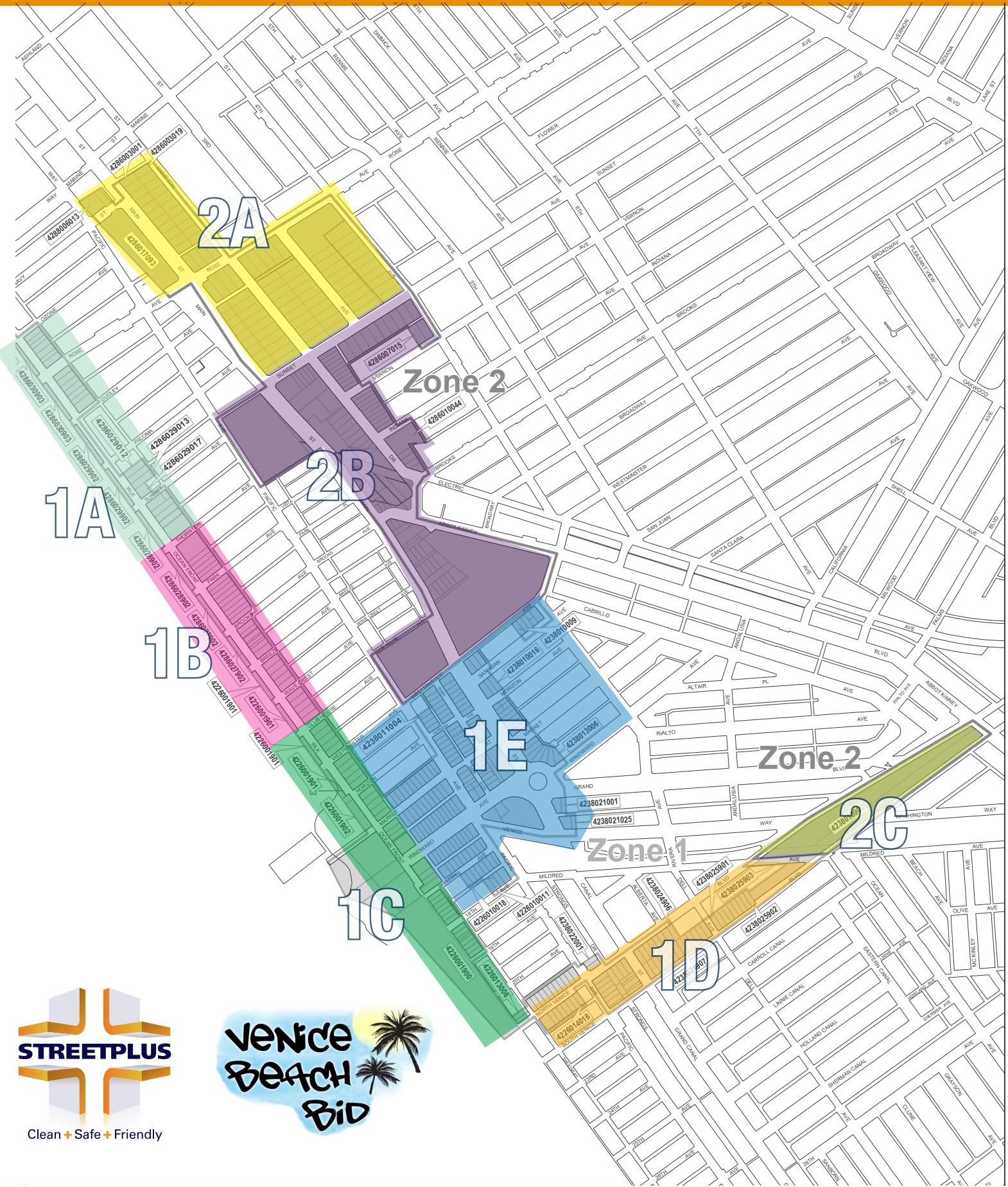
Clean + Safe + Friendly



STREETPLUS



VENICE BEACH BID • CITY OF LOS ANGELES • ZONES



Clean + Safe + Friendly

Communications Systems: Two Way Radios

Pre-Assignment Training

Primary Instructor: Program Manager

Alternate Instructor: Program Supervisor

Length: 30 minutes

The Unit will provide the ambassador with basic information regarding the use of two-way radios.

Unit Objectives:

Upon completion of the Unit, ambassadors will understand:

1. The basic points to remember about communication that can be applied to any situation.
2. Radio procedures every ambassador needs to follow.
3. Techniques to remember when communicating in an emergency.

Instructor References:

None

Student Handouts:

None

Guest Speaker(s):

None

Audio/Visual Requirements:

None



*Administer the Pre-Test
for this module*

A. Two-Way Radio 

All Ambassadors are issued a two-way radio for communication purposes. The system is used to communicate with your Supervisor and the Operations. Ambassadors are required to use their call sign when communicating using the two-way radio.

The two-way radio system is an effective tool and will not be cluttered with nonessential transmissions. To ensure that the two-way radio system is controlled properly, the Supervisor has responsibility for monitoring all radio transmissions. Radio transmissions will be held to a minimum and consist of only pertinent information. There should never be "horseplay" on the two-way radio system.

**B. Radio Communication**

All Ambassadors are equipped with a two-way radio while on duty. There are a few basic points to remember about communication that can be applied to any situation:

- Be familiar with how to operate each piece of communication equipment. Don't be afraid to consult an operator's manual and make sure you completely understand how to operate each radio unit. Know the proper battery charging procedures and follow them, taking care not to overcharge or undercharge batteries. Read the manufacturer's instructions and follow them. Use timers or simply note the times that batteries are being charged. Failing to take care of batteries can cause extensive and expensive problems.
- Always test the transmission and reception. Part of your shift briefing will include checking the transmission and battery prior to beginning your duties.
- Always look for alternate means of communication in case the primary method of communication is not functional or available. Be sure to know where additional phones are located; know where additional Ambassadors are located. Always plan for additional communication in cases of emergencies.
- **DISCIPLINE!** Do not tie up radios or phones with unnecessary talk. Use phone lines for longer conversations. If the conversation is longer than thirty (30) seconds, use the phone. Use radio codes to keep the airwaves free. For example, "10-9" takes less time than saying "Can you repeat that?"
- Priorities for radio transmissions. The Supervisor or Operations Manager will clear the radio net of routine transmissions by stating "Priority 1." No one will transmit a routine message (Priority 4) or test the radio (Priority 5) after hearing this command.

10-1	Transmission Weak
10-2	Transmission Good
10-3	Stop Transmitting
10-4	Message Received
10-5	Relay Message
10-6	Busy, unless urgent
10-7B	Out of Service- Break
10-7L	Out of Service- Lunch
10-7R	Out of Service- Restroom
10-7W	Out of Service- Weather
10-8	In Service
10-9	Repeat Last Transmission
10-17	En-route to (give location)
10-20	What is your location
10-21	Call (person) by telephone
10-22	Disregard last transmission
10-23	Arrived at Scene
10-24	Assignment Complete
10-25	Meet with (person)
10-34	Time Check
10-36	Security Check

Table 1 – Radio Codes

The following order of priority for transmitting will be followed.

1. Safety of life
 2. Safety of property
 3. Urgent messages
 4. Routine messages
 5. Tests of the system
- All communication will begin by using your call sign first and then the call sign of the person you are attempting to contact. For example, "Eagle 3 to Dispatch Center 1."

Position	Call Sign
Operations Manager	
Operations Supervisor	
Team Leader	
Dispatcher	
Off Duty Police	
Social Service	
Safety Ambassadors	
Special Projects	
Clean Ambassadors	

Table 2 – Call Signs

A	Alpha
B	Bravo
C	Charlie
D	Delta
E	Echo
F	Foxtrot
G	Golf
H	Hotel
I	India
J	Juliet
K	Kilo
L	Lima
M	Mike
N	November
O	Oscar
P	Papa
Q	Quebec
R	Romeo
S	Sierra
T	Tango
U	Uniform
V	Victor
W	Whiskey
X	X-ray
Y	Yankee
Z	Zulu

Table 3 – Phonetic Alphabet

C. Radio Procedures – Normal



Ambassadors will follow the following radio procedures:

1. Check your radio out at the beginning of each shift. Check both the transmission and reception.
2. Make sure the radio is carried securely. Whenever possible use a clip-on microphone so that you don't have to remove the radio from its case. If you must speak directly into the radio unit itself, develop a method where you can either unclip the case (with the radio inside, protected from impact) or hold the radio in a safe position. Doing this saves radios- and radios are expensive.
3. Always depress or "key" the microphone a half-second before and after speaking. This ensures that all syllables are transmitted.
4. Listen to the radio before speaking.
5. Hold the microphone about 2 inches from your lips and speak slowly after your half-second pause.
6. Consider pointing the antenna toward the unit you are calling. This may help in getting the transmission through.
7. All communication will begin by using your call sign first and then the call sign of the person you are attempting to contact. For example, "Adam 3 to Dispatch Center 1."
8. Keep updated on codes. During periods when you are not busy, review the codes. Make sure that they are kept confidential.

D. Radio Procedures – Emergency

Some techniques to remember when communicating in an emergency are:

1. Calm down. Take a deep breath and think about what you are going to say before saying anything.
2. Key the microphone and count to two before transmitting on the radio.
3. Speak in plain language. Be clear — no slang or jargon.
4. After transmitting a message, wait for a response. Don't pester the other party. Let them have some time to do what is necessary (taking other calls, taking notes, etc).
5. Repeat your transmission if necessary.

continued

6. Make sure you are absolutely correct about exact locations and conditions.
7. Don't be vague — be precise.
8. If another Ambassador is dealing with an emergency; stay off the radio net.
9. Be professional.
10. Take notes. Log times of calls ad results for reporting purposes later.
This will be very important after the emergency.



*Administer the Post-Test
for this module*



INCIDENT REPORT

Y N Copy forwarded to Customer

Date forwarded

Incident Location Information				
Name				
Address				
City, State, Zip				
Contact Number				
Date of Incident				
Time Incident Occurred				
Incident Detail				
Victim Detail				
Name	Address			Telephone
1				
2				
Witness Detail				
Name	Address			Telephone
1				
2				
3				
Vehicle Detail				
Make	Model	Year	Color	License Plate #
1				
2				
Ambassador Detail				
Ambassador Name			Date	
Supervisor Name			Date	
Manager Name			Date	

INCIDENT REPORT- Page 2

Street Report



2017 FIRST QUARTER REPORT • AMBASSADOR PROGRAM STATS

HOLLYWOOD ENTERTAINMENT DISTRICT

The following data and information is provided to the Hollywood Entertainment District for tracking purposes. The period covered is January 1 – March 31, 2017. The data and information is obtained from Ambassadors conducting counts and from work orders entered in Statview.



HOLLYWOOD
ENTERTAINMENT DISTRICT

LABOR STATISTICS

Streetplus Company, LLC (Streetplus) deploys various labor classifications daily for the purpose of maintaining a clean and friendly environment. Services are provided Sunday through Saturday between the hours of 9:00 AM and 5:30 PM and 2:00 AM and 10:30 AM. The Program Manager works from 8:30 AM to 5:30 PM (hours varies based on operational needs).

Porter (Maintenance Ambassador)

The Porters are deployed during the hours of 9:00 AM to 5:30 PM. They are responsible for collecting litter and debris from the sidewalks, storefronts, and curb lines through the District. They are responsible for removing small graffiti tags, weed abatement, wiping down trash cans and polishing the Hollywood Walk of Fame Stars. One of the Porters is assigned to driving the trash truck. This position is responsible for picking up pulled bags of trash from the trash cans and disposing of in the dumpsters dedicated for trash disposal. The Porters pull the bags from the trash cans and call the Driver to pick the trash up and take to the dumpsters.

Pressure Washing Ambassador

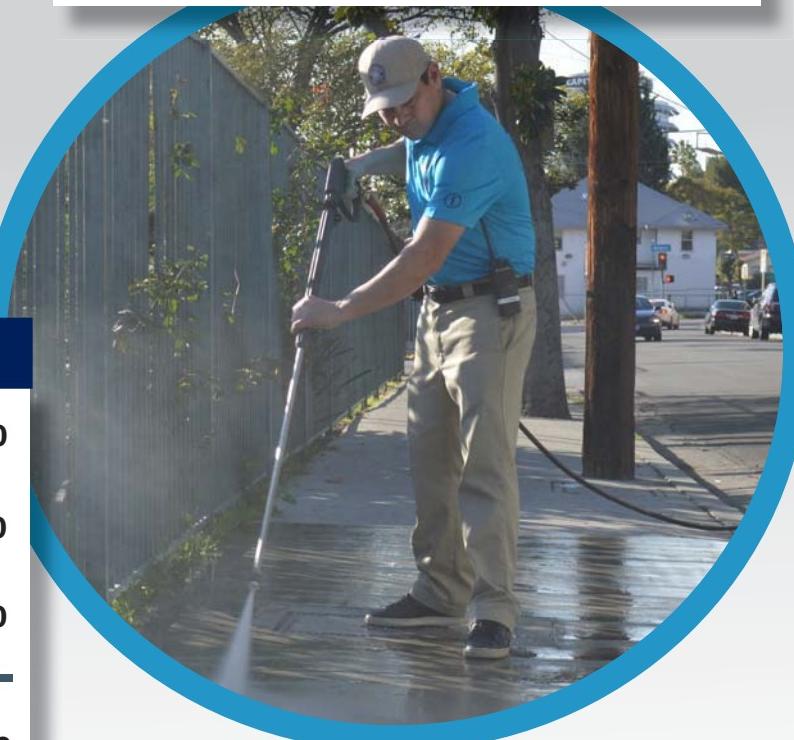
Pressure Washing Ambassadors are deployed 7 days a week between the hours of 2:00 AM to 10:30 AM. They are responsible for the scheduled pressure washing of sidewalks within the district. They also are responsible for tree/planter watering, special cleaning assignments, polishing stars on the Hollywood Walk of Fame and graffiti removal.

PORTER (MAINTENANCE AMBASSADOR)

in Hours

January	690.00
February	655.50
March	690.00
1st Quarter	2,035.50

0 500 1000 1500 2000



PRESSURE WASHING

in Hours

January	744.00
February	643.50
March	754.50
1st Quarter	2,142.00

0 500 600 700 1000 2000 3000

Street Report

2017 FIRST QUARTER REPORT - AMBASSADOR PROGRAM STATS

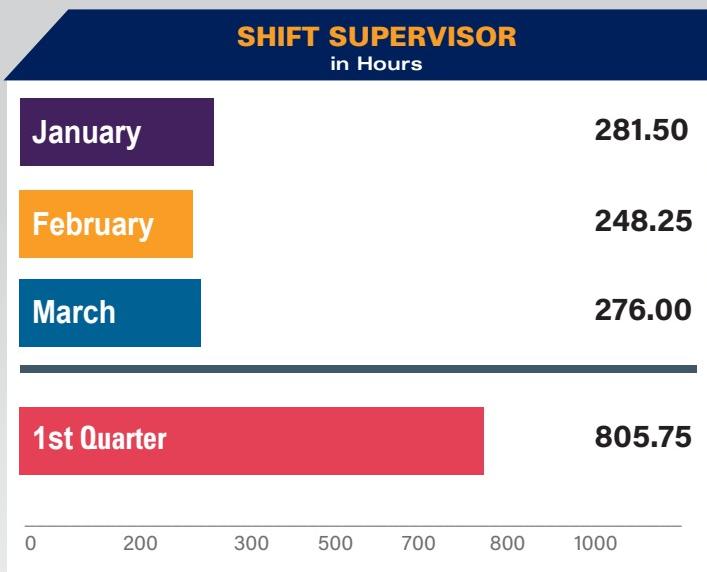
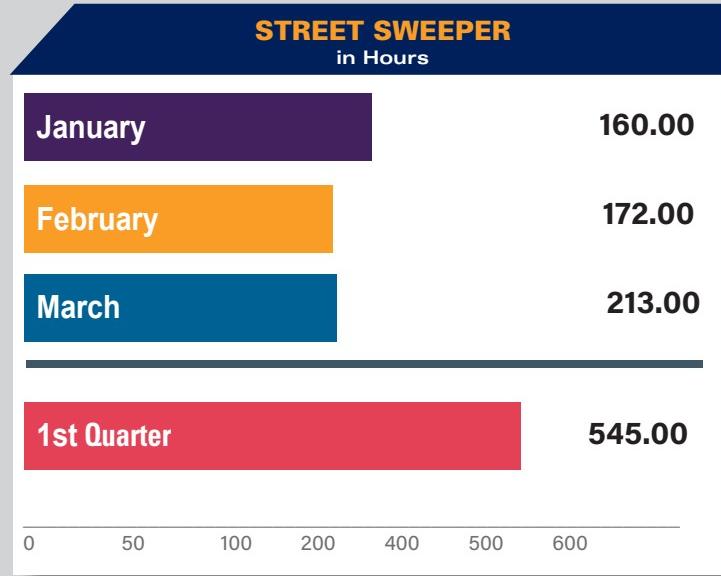
LABOR STATISTICS

Street Sweeper Ambassador

Street Sweeper Ambassadors operate a Tenant S-30 sweeping machine that is deployed 7 days a week between the hours of 2:00 AM and 10:30 AM they are responsible for cleaning all applicable curb lines within the district. Curb lines that are not accessible with the machine are manually cleaned.

Shift Supervisor

The Shift Supervisor holds dual responsibility. While responsible for ensuring all daily assigned tasks are completed the shift supervisor also is able to perform all of the previously listed duties. The shift supervisor is responsible for the removal of graffiti, supervision of field staff and ensuring the accuracy of data inputted into "Statview".



HOLLYWOOD
ENTERTAINMENT DISTRICT

LABOR STATISTICS

Program Manager

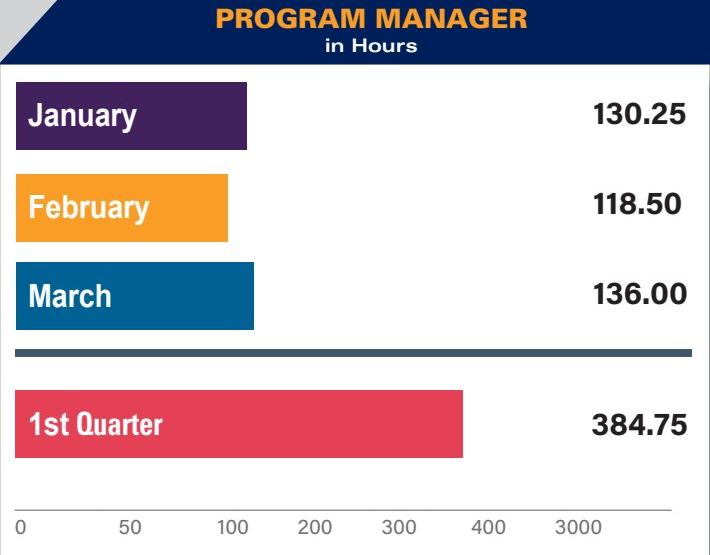
The program manager is responsible for all facets of daily operations. These tasks range shift briefings and the deployment of personnel to reviewing and assigning work tasks. The program manager also oversees all work completed by personnel. The program manager also works in the field ensuring assigned tasks are completed and is able to perform all of the above listed duties.

HED Alley Ambassador

The Alley Ambassador position is responsible for the maintenance tasks associated with alleys within the district. This includes, graffiti removal, pressure washing, debris clean up and more. The Alley Ambassador is deployed Monday through Friday from 5:00 AM to 1:30 PM.

HED ALLEY in Hours

January	176.00
February	160.00
March	184.00
1st Quarter	520.00



ACCOMPLISHMENTS AND NOTEWORTHY ITEMS

1st Quarter Accomplishments - Hollywood Entertainment District

- Painted eight light poles on Ivar south of Hollywood. Originally installed by the CRA in the 90's, the poles were faded and left to languish. A special paint was used to coat the poles reviving the look and improving the aesthetics in the area.
- Ten Victor Stanley "Smart-lids" on Hollywood Blvd. The new smart-lids allow for remote monitoring of use and alerts staff when the cans are full. The use of the lids will create efficiencies in the use of manpower.

Noteworthy Items:

- Clean staff has been working closely with HED staff and security vendor "Andrews International" with regard to cleaning up areas that have been experiencing an increase in encampment activity.
- Additional staffing for the district was added during the first quarter. This staffing increase was a result of increased activity in the district. The new porter will enhance the levels of cleanliness in the district.

Ambassador of the Month:

- January: Edgar Cortez
- February: Silvestre Ramales
- March: Fernando Cervantes

Ambassador of the Quarter:

- 1st Quarter: Ramiro Mejia



HOLLYWOOD
ENTERTAINMENT DISTRICT

Street Report

2017 FIRST QUARTER REPORT - AMBASSADOR PROGRAM STATS

SERVICE STATISTICS

TRASH BAGS COLLECTED

January	5,325.00
February	* 3,149.00
March	6,508.00
1st Quarter	14,982.00

0 2000 4000 6000 10000 15000

LBS OF TRASH COLLECTED

January	133,125.00
February	78,725.00
March	162,700.00
1st Quarter	374,550.00

0 75,000 100,000 200,000 300,000 400,000

GRAFFITI REMOVED

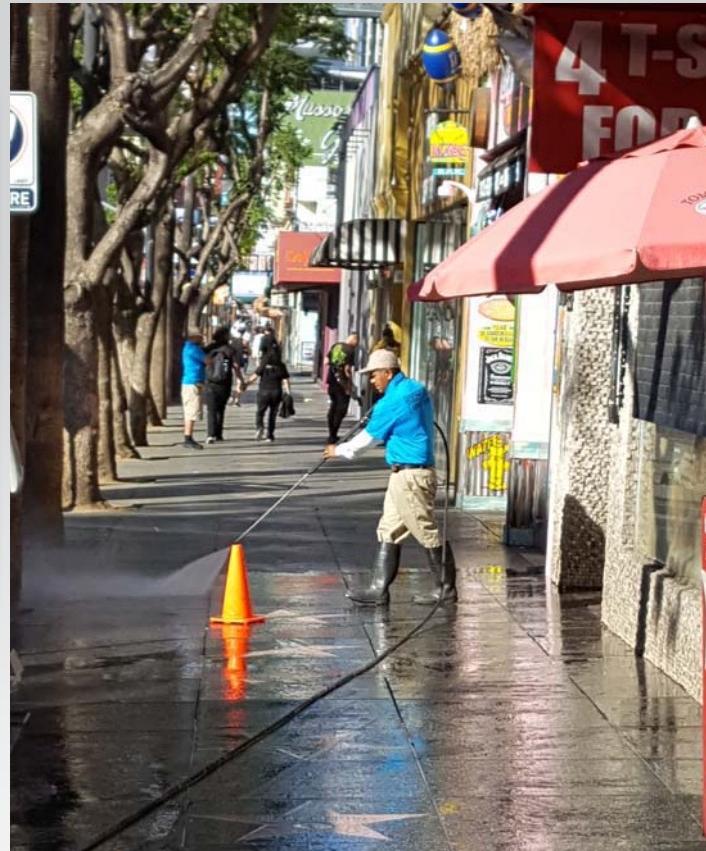
January	596.00
February	812.00
March	412.00
1st Quarter	1,820.00

0 200 600 800 1000 2000

*Note: Heavy rain activity combined with a short month (28 Days) resulted in lower trash volume collected



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HOLLYWOOD
ENTERTAINMENT DISTRICT

Street Report

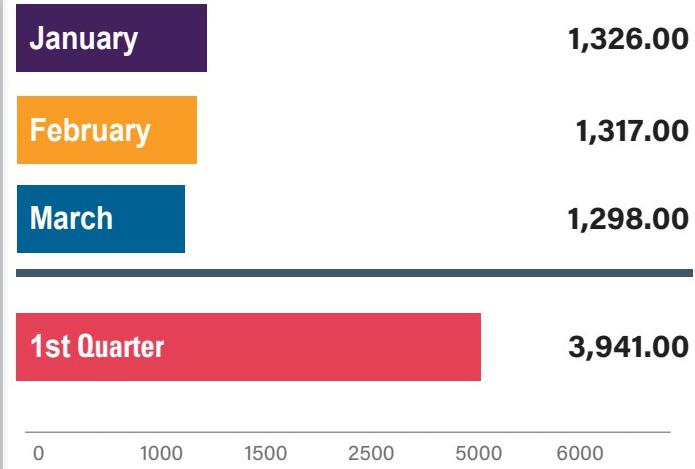
2017 FIRST QUARTER REPORT - AMBASSADOR PROGRAM STATS

SERVICE STATISTICS

CURBLINE BLOCK FACES CLEANED



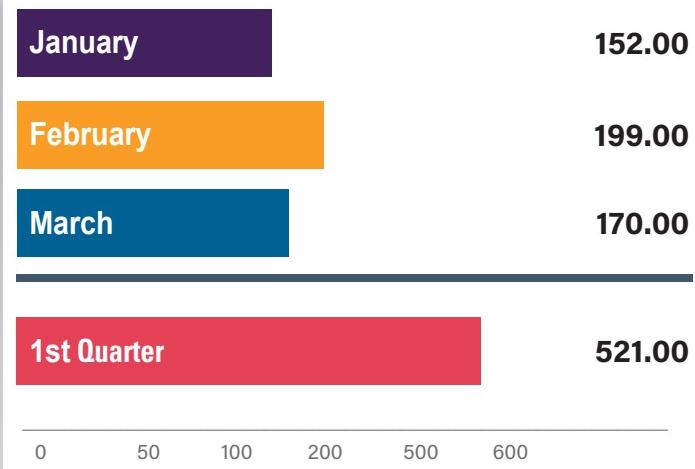
BLOCK FACES PAN & BROOM



BLOCK FACES PRESSURE WASHED



HOSPITALITY SERVICES PROVIDED



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HOLLYWOOD
ENTERTAINMENT DISTRICT

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

08/25/2016

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERs NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER		CONTACT NAME: PHONE (A/C No. Ext.) (718)564-6411	FAX (A/C. No): (718)564-6411
The Dorfman Organization Ltd. 28 Old Fulton St. Brooklyn, NY 11201		E-MAIL ADDRESS: ctulloch@dorfmanorganization.com	
INSURED		INSURER(S) AFFORDING COVERAGE	
Streetplus Company 154 Conover St. Brooklyn, NY 11231		INSURER A: Travelers Property Casualty Co. of America	NAIC # 25674
		INSURER B: State National Ins. Co.	12831
		INSURER C:	
		INSURER D:	
		INSURER E:	
		INSURER F:	

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS		
A	COMMERCIAL GENERAL LIABILITY			660-1E158190	02/28/2016	02/28/2017	EACH OCCURRENCE	\$ 2,000,000	
	CLAIMS-MADE	<input checked="" type="checkbox"/>	OCCUR				DAMAGE TO RENTED PREMISES (Fa occurrence)	\$ 100,000	
							MED EXP (Any one person)	\$ 5,000	
							PERSONAL & ADV INJURY	\$ 1,000,000	
							GENERAL AGGREGATE	\$ 2,000,000	
							PRODUCTS - COMP/OP AGG	\$ 2,000,000	
A	AUTOMOBILE LIABILITY			BA-1E158190	02/28/2016	02/28/2017	COMBINED SINGLE LIMIT (Fa accident)	\$ 1,000,000	
	ANY AUTO						BODILY INJURY (Per person)	\$	
	ALL OWNED AUTOS	<input checked="" type="checkbox"/>	SCHEDULED AUTOS				BODILY INJURY (Per accident)	\$	
	HIRED AUTOS	<input checked="" type="checkbox"/>	NON-OWNED AUTOS				PROPERTY DAMAGE (Per accident)	\$	
								\$	
								\$	
B	UMBRELLA LIAB	<input checked="" type="checkbox"/>	OCCUR	72637J151ALI	02/28/2016	02/28/2017	EACH OCCURRENCE	\$ 5,000,000	
	EXCESS LIAB		CLAIMS-MADE				AGGREGATE	\$ 5,000,000	
	DED		RETENTION \$					\$	
								\$	
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY	<input checked="" type="checkbox"/>	N / A	PE-UB-3F902023	02/28/2016	02/28/2017	<input checked="" type="checkbox"/> PER STATUTE	OTH-ER	
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	<input type="checkbox"/>					E.L. EACH ACCIDENT	\$ 1,000,000	
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	\$ 1,000,000	
							E.L. DISEASE - POLICY LIMIT	\$ 1,000,000	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Additional Insureds: SLAIT Officers, Directors, Administrator and Employees.

CERTIFICATE HOLDER

South Los Angeles Industrial Tract
Property Owners Association (SLAIT)
655 East Florence Avenue
Los Angeles, CA 90001

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

<>